



UNICA 6th PR & Communications Workshop

Short biographies of Speakers & Chairs

Edy Ceppi, University of Lausanne

Edy Ceppi is Creative Director of the University of Lausanne, with wide experience in graphic design, brand and corporate identity development. Before joining the University, Edy worked for 8 years as Art Director at the Young & Rubicam Group, marketing and communications company specializing in advertising, digital and social media, direct marketing and brand identity consulting. Edy holds a Certificate of Advanced Studies in Corporate Communications from the Swiss Institute of Public Relations.

Jon Orn Gudbjartsson, University of Iceland

Jon Orn Gudbjartsson is Director of Marketing and Communication of the University of Iceland. He holds an MA degree in public relations and business communications, an MBA degree from the International University of Southern Europe, Barcelona, and an MA degree in Icelandic literature from the University of Iceland.

Jon Orn has considerable experience in using integrated communications tools as well as PR and crisis management. Prior to joining the University, he was a Marketing and PR director in the software and business consultancy business from 1993 to 2005 and is an experienced television news reporter and journalist. For the last nine years, he has been rebranding the University of Iceland.

Together with his colleagues, Jon Orn received a nomination for Gold Award at AFO film festival Olomouc in 2014 for their science film series broadcast in Iceland, Finland and Sweden. He also obtained a "Stellar Speaker Evaluation" at CASE conferences (2013 and 2015) and, together with the marketing team of the University of Iceland, he received the Icelandic "Science Media Award" in 2012 and the EUPRIO Award for the "Best Science Media Project" in 2012.

Fridrik Larsen, Assistant Professor at the University of Iceland and President of the Icelandic Marketing Association (IMARK)

Mr. Larsen teaches branding and strategic marketing at the University of Iceland, however the bulk of his work is researching energy branding. He has also researched destination branding. In both research fields he has published a substantial amount of academic papers and have secured funding from the private sector for ongoing research. Mr. Larsen is the current president of the Icelandic Marketing Association (IMARK - www.imark.is), a professional association for individuals and organizations who are leading the practice,

teaching, and development of marketing in Iceland. IMARK principal roles are informing, connecting and awarding.

IMARK is a NPO with members that are marketers within various companies and different industries, mostly people who work within marketing departments, media, advertising, PR, and so forth. Through relevant information, comprehensive lectures and targeted networking, IMARK assists marketers to continuously improve their skills and knowledge as well as exchange ideas and experience.

Katerina Nikolaidou, University of Cyprus

Katerina Nikolaidou is the Head of the Communication Office at the Rectorate of the University of Cyprus, where her duties include managing the branding policy and the social media strategy of the institution. She has a keen interest in Science Communication and Promotion of Research, a subject she has spoken on at international workshops. Since 2011, Katerina chairs the UNICA PR & Communication working group.

Katerina is an accredited (CEDR) Mediator, a member of the Cyprus Association for Intellectual Property, and an appointed, by the Cyprus Tourism Organization, Ambassador in Tourism. She has been involved for 5 years in the grading of LCCI Public Relations Diplomas for the Cyprus Institute of Public Relations and is also an active member of the European Universities Public Relations and Information Officers (EUPRIO) since 2004. She holds an LLB, a BA in History and Archaeology and a Masters in European Studies, she has an elementary level of Dutch and speaks fluently English and French.

Sigfus Thor Sigmundsson, University of Iceland

Sigfus Thor Sigmundsson is a Webmaster at the University of Iceland and a staff member of the University's Division of Marketing and Public Relations. He has a BA degree in political science and MPA degree in public administration from the University of Iceland and a MEPP (Master of European Politics and Policies) from KU Leuven in Belgium.

Sigfús has a wide experience in web content management, usability, web editing and public administration. He has worked as a Webmaster at the Prime Minister's Office in Iceland and Webmaster and project manager at the City of Reykjavik. For the past year Sigfús has been Webmaster of the University of Iceland where he has among other things lead work on new database linked website for the University's Design Standard which was launched in January 2015.

In his lecture Sigfús will present the process of building a database linked webpage for the UI's Design Standard which consists of around 1000 documents and pages. The Design Standard and its files was previously hosted in a single PDF file which was of many limitations. Moving all the content of the Design Standard and its files (about 1000 files) to a database linked website opened up many new possibilities and made it easier to maintain.

David Smith, London South Bank University

David Smith is Corporate Marketing Manager at London South Bank University. David has wide experience in marketing, strategic communications, and brand management of Higher Education Institutions. He spent his early career working as Marketing & PR Officer of Orpington College and Marketing & Communications Coordinator at Trinity Laban Conservatoire of Music and Dance. Prior to joining London South Bank University, he worked as Marketing & Communications Manager at Research Design Service London, International Communications Officer (King's Worldwide) at King's College London, and Marketing Executive at City University London. David holds a BA (Hons) in Business Studies from the University of Greenwich.

Rob Vandereycken, Vrije Universiteit Brussel

Rob Vandereycken is Team Leader of the Vrije Universiteit Brussel's Marcom Competence Center. He has wide experience in e-development, marketing & communication and a strong interest in web-centric communication and lead nurturing strategies. In his previous position, he worked as Project Leader of VUB's International Marketing & Communication unit. Before joining the University, Rob worked as Creative Consultant & Marketing Executive of an e-commerce company digipoint (now: cegeka).

Riccardo Tacconi, Sapienza University of Rome

Riccardo Tacconi is the Chief Web Officer at Sapienza University of Rome and a staff member of the University's Digital Communication and Networking Services Office. He has a BA degree in Computer Engineering from Sapienza University.

Riccardo has a wide experience in web content management, web usability and computer graphics and design; he has also a thorough understanding of several programming languages and databases. He is a member of Sapienza Website Editorial Board and of Sapienza Drupal Work Group.

Ann Van Driessche, Vrije Universiteit Brussel

Ann Van Driessche is Director of Marcom, Marketing & Communication Department at Vrije Universiteit Brussel. She has considerable experience in branding and brand management, and corporate communications. Prior to joining VUB, she worked as Managing Director of Muntpunt, Flemish Communications House in Brussels, and Head of Communication and spokesperson for the GO! Education network of the Flemish community. Between 1999 and 2004, she assumed the position of communication adviser to the then prime minister Guy Verhofstadt.

Daniela Vingiani, Sapienza University of Rome

Daniela Vingiani is Head of the Public Relations and Information Office in Sapienza University of Rome. She has an LLM (Master of Law) from Sapienza University.

Daniela has a wide experience in customer care, strategic communication, social media and web architecture. She is a member of Sapienza Website Editorial Board and is co-author of Sapienza Annual Communication Plan.