



Network of Universities
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UNIL | Université de Lausanne

7th UNICA PR and Communication Workshop

University of Lausanne, room Amphimax 414, 18-19 May 2017

PROGRAMME as of 16/05/2017

Delivering the right content to the right people: the importance of content strategy

Wednesday, 17 May 2016

18:00-20:00

Welcome reception in Lausanne's city centre

Venue: Caffè Bellini, Rue de la Barre 5, 1003 Lausanne, Switzerland

Thursday, 18 May 2016

Chair of the Day: Victoria BAUMGARTNER (University of Lausanne)

Venue: Amphimax building (room 414)

From the metro stop UNIL-Sorge, there will be signs that will guide you to the building.

[See the interactive map of UNIL campus](#)

08:30-09:00

Registration of participants

09:00-09:45

- **Welcome by the Rector** Prof. Nouria HERNANDEZ
- **Welcome words from UNICA** by Kris DEJONCKHEERE, UNICA Secretary General
- **Introduction and objectives** by Katerina NIKOLAIDOU, Head of Communication Office (University of Cyprus), Chair of the UNICA PR & Communication Group



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| | <ul style="list-style-type: none">• Presentation of the Workshop's programme by Edy CEPPI, Art Director, University of Lausanne |
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SESSION I: How to define content strategy?

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| 09:45-10:30 | <ul style="list-style-type: none">• Introduction <i>What is a content strategy and why we need one?</i> by Philippe GAGNEBIN, Head of Communications, University of Lausanne• Questions & Answers, Discussion with participants |
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10:30-11:00	Coffee break
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SESSION II: Workflow, governance and effectiveness

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| 11:00-12:30 | <p>Case studies followed by Q&A</p> <ul style="list-style-type: none">• <i>How to build a bridge between academics, PR officers and city dwellers: HSE University Moscow case study</i> by Liudmila MEZENTSEVA, PR specialist, Office of Public Relations and Online Media / Public Relations Unit, National Research University Higher School of Economics Moscow• <i>How to create trust between academics and PR & Communication officers: University of Luxembourg case study</i> by Laura BIANCHI, Press Advisor, and Cordula SCHNUER, Communications Assistant, University of Luxembourg• Results of a mapping exercise about workflow and governance at participating universities by Marta BRELIH-WASOWSKA, Project and Communications Officer, UNICA, and Katerina NIKOLAIDOU, Head of Communication Office (University of Cyprus), Chair of the UNICA PR & Communication Group• Questions & Discussion |
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12:30-13:30	Lunch break
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SESSION III: Measurements

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| 13:30-15:30 | Introduction to Google Analytics: mini-workshop by Malgorzata KOT, JobCloud, Zurich |
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15:30-16:00	Coffee break
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Session IV: Handling content effectively

Practical workshop : Make the most of your content! (part A)

16:00-17:30	<p><i>Case studies will be handed out and each group will be working on a strategy before presenting it in a plenary discussion on Friday morning. Participants will break into four groups; each case study will be discussed by two groups.</i></p> <ol style="list-style-type: none">1. Issue Management: Racism at the University (presented by Victoria BAUMGARTNER, Université de Lausanne)2. Event & Crisis Communication: Coordinating a conference in an aftermath of a terrorist attack (presented by Marta BRELIH-WASOWSKA, UNICA)
17:30	End of Day 1 and a bus shuttle to Domaine du Burignon
18:30-22:00	<p>Wine tasting and dinner at Domaine du Burignon (UNESCO World Heritage site)</p> <p><i>A bus will take the participants back to Lausanne (drop-off point: LAUSANNE GARE)</i></p>

Friday, 19 May 2017

Chair of the day: Katerina NIKOLAIDOU (University of Cyprus, Chair of UNICA PR & Communication Group)

Venue: Amphimax building (room 414)

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Session IV: Handling content effectively

Practical workshop : Make the most of your content! (part B)

09:00-09:45	<p>Plenary:</p> <ul style="list-style-type: none">• Group presentations from practical workshop• What really happened?• Questions & Answers, Discussion
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Session IV: Handling content effectively (part C)

09:45-11:00	Case studies on social media tools <ul style="list-style-type: none"> • <i>Social media tools at UNIL</i> by David SPRING, Social Media Manager, University of Lausanne • <i>What is good content in social media?</i> by Mike YOUNG, Director, Mike Young Academy, Copenhagen • Discussion, Q&A
11:00-11:15	Quick "grab a coffee" break
11:15-11:45	The pitfalls of communicating about rankings <ul style="list-style-type: none"> • Presentation by Jacques LANARÈS, Member of the UNICA Steering Committee, former Vice-Rector for Quality, Human Resources & Development of Teaching of the University of Lausanne • Discussion, Q&A
11:45-12:00	Conclusions of the Workshop chaired by Katerina NIKOLAIDOU (University of Cyprus, Chair of UNICA PR & Communication Group)
12:00-13:00	Lunch
13:00-15:00	How to bring science to a younger audience - a live case study: Les Mystères de l'UNIL
15:00-15:30	An <i>apéro</i> at the Château de Dorigny Followed by an optional visit of the Campus (UNIL-EPFL)