

## 3<sup>rd</sup> UNICA PR and Communication Workshop *Added Value of a University PR & Communication Officer*

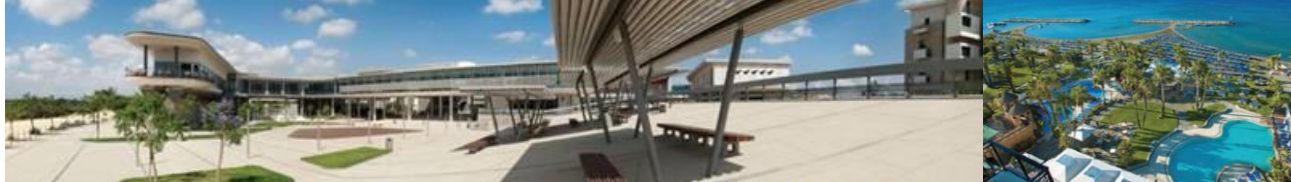
University of Cyprus, Nicosia/Larnaca, 18-19 April 2013

### PROGRAMME

#### Thursday, 18 April, morning

Venue: University House Anastasios G. Leventis, University of Cyprus

09:00 - 09:30	<b>Registration and coffee</b> <i>Venue: University House Anastasios G. Leventis (1st floor), University of Cyprus Campus</i>
09:30 - 10:00	<ul style="list-style-type: none"> <li>• Welcome by the Rector Constantinos CHRISTOFIDES</li> <li>• Welcome by the UNICA President Stavros A. ZENIOS</li> <li>• Introduction &amp; objectives by Katerina NIKOLAIDOU (University of Cyprus)</li> </ul>
10:00 - 12:00	<b>SESSION I: SKILLS PORTFOLIO OF A SUCCESSFUL PR &amp; COMMUNICATION TEAM</b> <i>Venue: Social Facilities Centre, Building 3, Room 105 (1<sup>st</sup> floor)</i> <b>Chair: Katerina NIKOLAIDOU (University of Cyprus)</b>
10:00 - 10:45	<b>Success factors for a university PR &amp; Communication team</b> <p>Presentation by Emma LEECH, Director of Marketing, Communications and Recruitment, University of Nottingham</p> <p><i>Emma's team won the UK's 2011 Outstanding Leadership and Management Award, Communications and Marketing Team of the Year Award and the 2012 Heist Marketing Team of the Year Award. She was recently announced as the UK's 2011 International Brand Master and became the IoD/CIPR Public Relations Director of the Year 2012. Emma also won the UK IOIC Internal Communicator of the Year Award and two of her team made their top 30 under 30.</i></p>
10:45 - 11:30	Coffee break and a poster session walk
11:30 - 12:00	Discussion and conclusions on the poster session

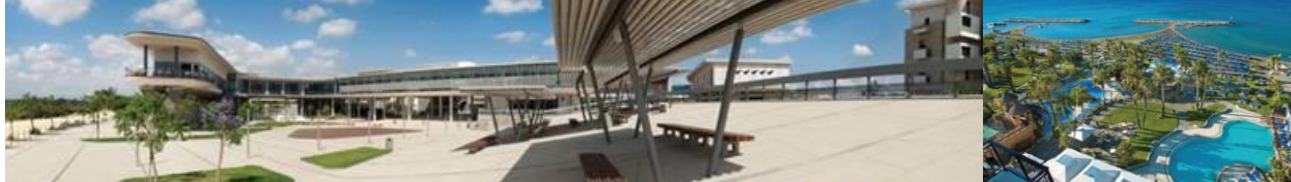


<p><b>12:00 - 13:00</b></p>	<p><b>SESSION II: EVALUATION OF PRECISE MARKETING CAMPAIGNS (PART 1)</b>  <i>Venue: Social Facilities Centre, Building 3, Room 105 (1<sup>st</sup> floor)</i>  <b>Chair: Eilis O'BRIEN, University College Dublin</b></p> <p>Presentation by Claus NIELSEN, Director of Studies, University of Copenhagen  <i>Student Recruitment Campaigns at Copenhagen University from 2010 to present</i></p> <p>Presentation by Edy CEPPI, Art Director, Université de Lausanne  <i>Internal &amp; External Campaigns at UNIL. A bridge between society and University</i></p>
<p><b>13:00 -14:00</b></p>	<p><b>Lunch under the tent, University House Anastasios G. Leventis</b></p>

## Thursday, 18 April, afternoon

Venue: University House Anastasios G. Leventis, University of Cyprus

<p><b>14:00 - 15:00</b></p>	<p><b>SESSION II: EVALUATION OF PRECISE MARKETING CAMPAIGNS (PART 2)</b>  <i>Venue: Social Facilities Centre, Building 3, Room 105 (1<sup>st</sup> floor)</i>  <b>Chair: Eilis O'BRIEN, University College Dublin</b></p> <p>Presentation by Rob VANDEREYCKEN, Vrije Universiteit Brussel  <i>VUB Alumni recruitment campaign</i></p> <p>Presentation by David SMITH, Information Officer, Kings Worldwide  <i>Fundraising Campaign, Worlds Questions/Kings Answers</i></p>
<p><b>15:00 - 15:30</b></p>	<p><b>Coffee break</b></p>
<p><b>15:30 - 16:00</b></p>	<p><b>SESSION III: UNIVERSITY PR AND SCIENCE COMMUNICATION (PART 1)</b>  <i>Venue: Social Facilities Centre, Building 3, Room 105 (1<sup>st</sup> floor)</i>  <b>Chair: Gregor JAGODIC, University of Ljubljana</b></p> <p>Science Communication in the eyes of a researcher. Presentation by Myrtani PIERI</p> <p><i>Myrtani won first place at the International Competition FameLab 2011 by presenting the "pregnancy phenomenon". Inspired by a spate of pregnancies among her friends, she delivered a polished presentation on the pregnancy paradox: how the maternal immune system tolerates the unborn child when half of the genes in the developing child came from "just some random guy". Kathy Sykes, Professor of Sciences and Society at the University of Bristol and Co-Director of The Times Cheltenham Science Festival, hailed Myrtani's blend of content clarity and charisma.</i></p>
<p><b>16:00 - 16:30</b></p>	<p><b>Conclusions</b></p>
<p><b>16:45</b></p>	<p>Bus transfer to the Old Town of Nicosia</p>



17:00 - 18:30	A walk in the Old Town of Nicosia
18:30	Return to the Lordos Beach Hotel
20:00	Dinner at the Lordos Beach Hotel
	<b>Cyprus night</b> with traditional food, drinks, and live Cypriot dances show

## Friday, 19 April

Venue: Lordos Beach Hotel, Larnaca, Aretousa Conference Room and Thesis Boardroom

09:00 - 12:45	SESSION III: UNIVERSITY PR AND SCIENCE COMMUNICATION (PART 2) Chair: Gregor JAGODIC, University of Ljubljana
Coffee break (10:45 - 11:15)	<p><b>"TRAINING THE TRAINERS" MASTER CLASS</b></p> <p>By Menelaos SOTIRIOU and Spiros KITSINELIS (Science View, member of EUSJA - European Union of Science Journalists' Associations)</p> <p><i>Hands-on training on how to develop a common language between the communicators and the researchers and how to help the researchers explain their work to different audiences and maximize the exposure of your institution.</i></p> <p><i>The training will feature a live interview with a researcher.</i></p> <p><b>Meet the trainers!</b></p> <p><i>Menelaos is Secretary General of ScienceView and responsible for Science Communication. He equally works as an editor for the on-line magazine E&amp;T of the Greek General Secretariat for Research &amp; Technology and writes for Youris (<a href="http://www.youris.com">www.youris.com</a>) and Euroscientist (<a href="http://euroscientist.com/">http://euroscientist.com/</a>). He has prepared scripts for several documentaries and organised info days and events on the Science in Society Program.</i></p> <p><i>Spiros has received a Master's degree and a PhD from the University of Sheffield. He has worked as a post-doctoral fellow at Ehime University in Japan and continued his research work at the laboratories of Philips Lighting in Eindhoven, the Netherlands. Now a research associate at Paul Sabatier University in Toulouse, his research work includes numerous publications as well as a number of patents. His science communication activities began after his participation and victory in the Famelab competition. He has been since then writing and presenting to the general public a wide range of topics in numerous forms that include science theater, debates, talks, articles in magazines, short documentaries and books.</i></p>
12:45 - 13:30	Lessons learned and next steps
13:30 - 15:00	Lunch and farewell at the Hotel Gardens