4th UNICA PR and Communication Workshop

University PR & Communication tackling challenges: finding new ways to achieve your goals

Vilnius University, 15-16 May 2014

Venue: *Central Building of Vilnius University, Senate Hall*
Universiteto St. 3, LT-01513 Vilnius, Lithuania • Map: *http://www.vu.lt/en/unica*

PROGRAMME

Wednesday, 14 May 2014

15:30	**Arrival of participants**
	Optional social programme: guided tour of the Old University Campus
	Meeting point: central entrance of the Vilnius University (3 str. Universiteto)
	Map: http://www.vu.lt/en/unica
17:30 - 19:00	**Registration & welcome reception**
	Venue: Rector's Aula

Thursday, 15 May 2014

Venue: Senate Hall (3, Universiteto Street)

09:00 – 09:30	**Registration and coffee**
09:30 – 10:00	• Welcome by the Rector Prof. Jūras BANYS
	• Introductory remarks by Katerina NIKOLAIDOU (University of Cyprus), Chair of the UNICA PR & Communication Group
10:00 - 11:30	**Keynote talks**
	• ***University communications in the digital age: Where a feature is a blog and a news brief becomes a tweet!*** by **Nic MITCHELL,** UK Correspondent at

	University World News, News Editor and chief blogger for EUPRIO (European Universities Public Relations and Information Officers Association) - **teleconference** • ***What do media expect from universities?*** by **Džina DONAUSKAITĖ,** Journalist, Assistant Lecturer at Vilnius University, Editor of the magazine "University journalist" • Discussion
11:30 - 12:00	**Coffee break**
12:00 - 13:00	**SESSION I: SPEND LESS, DO MORE: MAXIMISING THE USE OF SMALL BUDGETS IN UNIVERSITY PR & COMMUNICATION** • ***Activating students (for free, or nearly free) as university news reporters*** by **Mike YOUNG**, Editor, Journalist, Lecturer in Media Studies, University of Copenhagen *The University Post is a popular, editorially independent, English-language news website at the University of Copenhagen for students and staff. Stories and pictures on the site are mostly volunteered by students and staff, allowing the news service to operate with low running costs. In this case study, Mike will present his experiences in activating students and staff so they themselves become reporters, generating their own content as users and supplementing the University's other communication channels.* • ***Less resources... more resourcefulness*** by **Eilis O'BRIEN**, Director of Communication & Marketing, University College Dublin *When austerity strikes and Government funding is slashed, it's time to balance up the marketing in terms of owned, bought and earned, while at the same time mobilising academics into becoming media commentators and stepping up public affairs activity in order to improve relations with funders. Eilis will present the scenario of how to survive and even prosper on a small budget.* • Discussion
13:00 - 14:00	**Lunch**

14:00 - 14:45	**Poster session: SPEND LESS, DO MORE: MAXIMISING THE USE OF SMALL BUDGETS IN UNIVERSITY PR & COMMUNICATION**

14:45 - 16:45	**SESSION II: EFFICIENT USE OF SOCIAL MEDIA: HOW TO BE VISIBLE, APPROACHABLE AND AUTHENTIC?**
	
	Case study presentations by the participants:
	
	• ***Sapienza Digital Communication: Web, Mobile and Social Media Integration Strategies*** by **Daniela VINGIANI**, Head of Public Relations and Information Office, and **Riccardo TACCONI**, Chief Webmaster, Sapienza University of Rome
	
	   - *Sapienza case study on Social Media – developing web 2.0 strategies for social interaction: how to use social media efficiently, interacting with students, engaging them and shifting from an informative level to an emotional level. Our solution.*
	
	   - *The new Sapienza Website, Mobile version and APPS with a brief technical focus on the technologies applied*
	
	• ***Going beyond Facebook: country specific approach*** by **Olga REILI**, International Marketing Manager, and **Katre PAAVO**, Product Development Manager, Tallinn University of Technology
	
	   - *Communication with target audiences in their language and on their "online territory" (examples of communication in Vkontakte.ru, RenRen and QQ)*
	
	   - *Student social media engagement: TUT's Finnish Facebook*
	
	• ***Social media at City University – a content driven strategy*** by **David SMITH**, Marketing Executive, School of Arts & Social Sciences, Marketing and Communications Department, City University London
	
	   - *Developing social media content based on audience behaviour and characteristics of channels.*
	
	   - *Case study of a standalone social media campaign and using social media to support wider initiatives.*

16:45 - 17:00	Conclusions
17:00 - 18:30	**Guided walk in the Old Town of Vilnius**
20:00	**Dinner in the Old Town**

Friday, 16 May 2014

Venue: Senate Hall (3 Universiteto St.)

09:00 – 10:30	**SESSION III: COMMUNICATING UNIVERSITY'S INPUT TO SOCIETY: PROMOTING, INTERACTING, INVOLVING** **Two parallel sessions:** 1. University's website: **open door** to information for all community members & stakeholders or a **shop window** for prospective students? How to enhance the **public role** of the university's website? Chair: **David SMITH**, City University London 2. University PR & Communication Office reinforcing university's initiatives: practices in **creating synergies** between the PR & Communication Office and other university units Chair: **Katerina NIKOLAIDOU**, University of Cyprus
10:30 - 11:00	Coffee break

11:00 - 12:15	• Conclusions of the world café
	
	• Case study presentations
	
	  o ***How to make University news interesting and welcome? Vilnius University News Portal*** by **Nijolė BULOTAITĖ**, Head of Information and Public Relations Office, and **Matas OŽELIS**, Webmaster, Vilnius University
	
	  o ***Using Social Media for Science Communication. The Experience of University of Latvia*** by **Andis JANOVS**, Portal Editor, and **Andra BRIEKMANE**, Editor, University of Latvia
	
	  The goal of the University of Latvia, the largest university in the country, is to provide science-based higher education. We use social media to present science related topics to non-experts and offer various events, such as science cafes, series of science articles, museum, mini-planetarium, etc., and channels like public list of experts, portal, student's radio, magazine, live video streams, photo archive, social networks, media. The presentation will include our social media planning experience and the ways researchers'

	stories and agenda reach society. • ***Activities of the Office of News and Public Affairs of Freie Universität Berlin*** by **Carsten WETTE**, Deputy Head, Office of News and Public Affairs, Freie Universität Berlin - *How can we shine the media spotlight on our academics? Building a bridge between our academics on the one hand and the media and public on the other.* - *How can we best arouse media attention? Spreading information in Germany and abroad about new developments in teaching and research and about higher education policy.* - *Press releases or Twitter? Using conventional and modern means of communication to reach a variety of interest groups.*
12:15 - 12:45	**Round Table: Exploiting the potential of the UNICA PR & Communication Group:** What can we do together? • What can the Group do for my University? • What can we do for UNICA?
12:45 - 13:00	**WRAPPING UP & CONCLUSIONS**
13:00 - 14:30	**Lunch & farewell**
14:30 - 18:00	**Social programme: Trip to Trakai, historic city with a castle on the Lake Galvė.**