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**GLOCAL CONNECTIONS–
INTERNATIONAL COMMUNICATION REVIEWED**

**International UNICA PR/Communication Workshop
at Humboldt-Universität zu Berlin**

Thursday 26 – Friday 27 May 2011

President's Staff
**Office of Public Relations &
University Development**
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Objective:

The first UNICA Workshop for Communication & Public Relations experts aims to explore the status and challenges of (science) communication at UNICA partner institutions. The workshop will bring together 20-30 PR-specialists from UNICA universities to explore different ways to communicate with the international and local communities, with prospective and current employees and students.

We hope that this initial meeting will lead to a series of conferences, workshops among the UNICA partners on specific topics.

Purpose of the initial meeting will be to find out which topics are suitable for these workshops and will benefit from a UNICAR PR-network.

Participants

- people in charge of Public Relations, Communication, Press Relations
- people responsible for International & Student Marketing

Format

- Presentation of best practice examples & case studies
- expert panel discussions by participants
- open discussions
- showcase of university brochures, magazines, newspapers & social media presences

Preperation

- we ask participating universities to provide image brochures, image videos links, twitter and facebook links to prepare a showcase
- we ask participating universities to take an active parts in the panel discussions and to contribute with case studies, examples, best practices as well as ideas for further topics to discuss

Contact info

Please contact Thomas Richter with any questions or suggestions

Travel & Accomodation

- Participants have to cover travel and accommodation costs
- HU will be happy to help with hotel suggestions

Program

Day 1: 26 May 2011

12 – 2 pm

Registration (and optional guided tours through the university)
Participants register for workshop, receive information package, and have the opportunity to participate in a guided tour through the historical university main building

2 - 4 pm

Welcome address and schedule

Dr. Ursula Hans (Director, HU International Office) and Thomas Richter (HU Head of Public Relations) will welcome the participants and present the topics.
Introduction of participants.

4 - 4.30pm

Coffee & Snacks

4.30 - 6.30 pm

First panel:

"Anniversaries as focal points of Public Relations"

Anniversaries are a good opportunity to communicate or reposition a university's image. But how sustainable is anniversary-related communication? HU will present and discuss their PR concept and the image campaign related to the Humboldt U bicentenary (2009-2010). What did work? What didn't? What remains?

7 pm

Get together (Dinner, "cum laude" University Restaurant)

Let's get to know each other

Second day: 27 May 2011

9 – 11 am

Second panel

"Social media, University marketing and science communication"

„Business follows the changing customer behavior“ – how about universities? Are Social Media and online services the solution to bridge the gap between central university communication and the tens of thousands of individual students? Or are our limited online efforts doomed? What is the right strategy? What are the chances and the risks?

11 - 11.30 am

Coffee & Snacks

11.30am - 1.30 pm

Third panel

"Going global. What ever happened to our brochures?"

The internationalization is important for every university. This is a matter of international as well as internal communication. What are the needs and communication strategies in different universities? How (well) do international and pr offices work together?

1.30 - 2.30 pm

Lunch

2.30 - 4.30 pm

Final discussion

For the further workshops we want to find out the needs and demands of the members of UNICA. We also want discuss means and ways by which we can communicate between workshops and meetings.

4.30 - 6.30 pm

Free time

7 pm

cultural event (tba)

Optional Day 3: 28 May 2011

5 pm – 1 am “Berlin’s Long Night of Science”

More than 36.000 guests are in Berlin for the 11th “Long Night of Science”. Over 70 institutions in Berlin and Potsdam open their doors and offer over 2.000 events. Participants of the workshop are encouraged to explore this event on their own or take part in a guided tour through some of the most spectacular events at Humboldt U., where more than 1.000 scientists, teachers and students present their work.