

PR & COMMUNICATION WORKING GROUP

WORKING GROUP FOUNDATION YEAR: 2011

CHAIR: Katerina Nikolaidou, University of Cyprus

MEMBERS OF THE CORE GROUP:

- KATERINA NIKOLAIDOU, University of Cyprus
- Edy CEPPI, Université de Lausanne
- Pascale PASCHOUD, Université de Lausanne
- Darja LISJAK, University of Ljubljana
- Lisa FLANNERY, University College Dublin
- Jón Örn GUDBJARTSSON, University of Iceland
- Rob VANDEREYCKEN, Vrije Universiteit Brussel

ACTIVITIES

Since 2011, the Group meets at the annual UNICA PR & Communication Workshop. Seven editions of the Workshop have been organised so far:

Year	Edition	Title/topics
2011	1st	Glocal connections – Interna(tiona)I communication reviewed
2012	2nd	Universities in the mirrors. What makes your brand unique?
2013	3rd	Added Value of a University PR & Communication Officer
2014	4th	University PR & Communication tackling challenges: finding new ways to achieve your goals
2015	5th	University PR & Communication Office in the digital era
2016	6th	 Shaping university PR & communication strategy The challenges of implementing design and corporate identity at university From student ambassadors to PR superstars: Involving students in university PR & Communication
2017	7th	Delivering the right content to the right people: the importance of content strategy

PARTICIPATION IN UNICA PR & COMMUNICATION WORKSHOP

28 UNICA Member Universities participated at least one time

COUNTRY	UNICA MEMBER UNIVERSITY	2011	2012	2013	2014	2015	2016	2017
Cyprus	University of Cyprus	yes						
Slovenia	University of Ljubljana	yes						
Lithuania	Vilnius University	yes						
Switzerland	Université de Lausanne	7	yes	yes	yes	yes	yes	yes
Belgium	Vrije Universiteit	yes	yes	yes	yes	,	yes	yes
Deigiani	Brussel	yes	, 00	, 00	700		, 00	, 00
Estonia	Tallinn University of	yes			yes	yes	yes	yes
	Technology							
Ireland	University College		yes	yes	yes	yes	yes	
	Dublin							
Belgium	Université libre de				yes	yes	yes	yes
	Bruxelles							
Luxembourg	University of				yes	yes	yes	yes
	Luxembourg							
Slovakia	Comenius University in		yes	yes				yes
	Bratislava							
Italy	Sapienza University of				yes	yes	yes	
	Rome							
Denmark	University of			yes	yes		yes	
	Copenhagen							
Croatia	University of Zagreb	yes	yes					yes
Hungary	Eötvös Loránd		yes			yes		
0 ,	University of Budapest		•			•		
Germany	Freie Universität Berlin		yes		yes			
Germany	Humboldt-Universität		,		yes			yes
,	zu Berlin				,			,
United	King's College London		yes	yes				
Kingdom			,	,				
Russian	National Research						yes	yes
Federation	University Higher School						•	'
	of Economics							
Estonia	Tallinn University	yes	yes					
Portugal	Universidade NOVA de		yes			yes		
	Lisboa		,			,		
Serbia	University of Belgrade					yes		yes
Romania	University of Bucharest						yes	yes
Iceland	University of Iceland					yes	yes	,00
Italy	University of Rome Tor					yes	yes	
·cary	Vergata					,	,	
Bulgaria	Sofia University St.			yes				
Duigaria	Kliment Ohridski			yes				
France	Université Paris-						yes	
Trance	Dauphine						yes	
Latvia	University of Latvia				VOC			
	University of Oslo			Was	yes			
Norway	•			yes				
Turkey	Ankara University							

N	l° attendances
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COUNTRY	UNICA MEMBER UNIVERSITY	2011	2012	2013	2014	2015	2016	2017
Czech Republic	Charles University in Prague							
Russian Federation	Lomonosov Moscow State University							
Turkey	Middle East Technical University							
Greece	National and Kapodistrian University of Athens							
Albania	Polytechnic University of Tirana							
Italy	Roma Tre University							
Republic of Macedonia	Ss. Cyril and Methodius University of Skopje							
Sweden	Stockholm University							
Albania	Tirana University							
Spain	Universidad Complutense de Madrid							
Portugal	Universidade de Lisboa							
Austria	Universität Wien							
France	Université Pierre et Marie Curie							
France	Université Sorbonne Nouvelle - Paris 3							
Netherlands	Universiteit van Amsterdam							
Finland	University of Helsinki							
Poland	University of Warsaw							
Ukraine	Igor Sikorsky Kyiv Polytechnic Institute							
Spain	Universidad Carlos III de Madrid							
United Kingdom	University of Edinburgh							

N° attendances
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Member from
1 Jan 2018
Member from
1 Jan 2018
Member from 1 Jan 2018

Number of UNICA Member Universities per Seminar	7	13	11	14	14	16	14
Number of participants per Seminar	16	24	17	34	40	38	37