



5th UNICA PR & COMMUNICATION WORKSHOP

University PR & Communication Office in the digital era

hosted by Sapienza University in cooperation with Universities "Tor Vergata" and Roma Tre

21-22 May 2015

PROGRAMME

MAIN VENUE: Central Campus of Sapienza University of Rome, Piazzale Aldo Moro 5, Rome

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

Wednesday, 20 May 2015

17:00-18:00	Optional social programme: Walk through the campus and visit of the "Flesh and Blood Dinosaurs" Exhibition <u>Meeting point:</u> <i>In front of CU005 building (please see the map on page 6)</i>
17:30-18:00	Early registration
18:00-20:00	Welcome reception Venue: <i>Sapienza University of Rome, International Relations Area – Tumminelli Building-CU007</i>

Thursday, 21 May 2015

Venue: Sapienza University of Rome, International Relations Area – Tumminelli Building (CU007) – Didactic Hall, 2nd floor

09:00-09:30	Registration and "wake-up" coffee & tea
09:30-10:00	<ul style="list-style-type: none"> • Welcome by Luciano SASO, Vice-Rector for European University Networks, Sapienza University of Rome • Welcome by Stavros A. ZENIOS, UNICA President • Introduction & objectives by Katerina NIKOLAIDOU, Head of the Communication Office, University of Cyprus, Chair of the UNICA PR & Communication Group
10:00-11:45	<p>SESSION I :</p> <p>HOW DOES PR & COMMS OFFICE CHANGE IN THE DIGITAL SOCIETY AND CULTURE?</p> <p><i>New skills & competencies for a PR & Communication Officer: how to enhance them? Learning by doing: staff mobility weeks and job shadowing experience. How did the digital revolution affect the cooperation with other units and change university newsmaking? How to learn and improve from previous mistakes in the social media field? Which are the MUST social media platforms for a university and how can we use it for our benefit?</i></p> <p>Chair: Daniela VINGIANI, Head of PR & Information Office – Sapienza University of Rome</p> <p>Case studies ('20 including questions):</p> <ul style="list-style-type: none"> • AdAppting your information services: Sapienza Mobile App by Francesco BARCELLONA, Sapienza University of Rome • Mobile Strategy for Education by Andrea AMADEO – Adobe partner • Which are the MUST social media platforms for university communication? by Katerina NIKOLAIDOU, Head of Communications Office, University of Cyprus • Sapienza on learning by doing by Tiziana DE MATTEIS, Erasmus Office, and Danny CINALLY, Press & Communication Office, Sapienza University of Rome
11:45-12:15	Coffee break
12:15-13:00	<p>GALLERY WALK: How does PR & Comms Office change in the digital society and culture? Facilitated by Katerina NIKOLAIDOU and Daniela VINGIANI</p> <p><i>Gallery walk is a technique that allows the participants to be actively engaged in the discussed topic. They work together in small groups to share ideas, experience and to respond to meaningful questions written down on flipcharts which are placed in the room.</i></p>
13:00-14:00	Lunch
14:00-14:45	<p>Reporting on the gallery walk</p> <p>Open discussion with the session speakers</p>



13:45-15:30

SESSION II:**PRESERVING TRADITIONAL UNIVERSITY VALUES IN MODERN UNIVERSITY COMMUNICATION**

How to effectively merge the new communication languages and styles (advertising, visual, viral, etc.) with the university traditions and values? Ethics & university branding: how to preserve the integrity of the institution?

Chair: Alessandra BARBERIS, Head of Communication Office – Sapienza University of Rome

Conflict and Effective Communications by Modern Universities by Stavros A. ZENIOS, President of the UNICA Network

A University, as the space of the public intellectual in the search of truth, serves the Socratic role of a gadfly of modern societies. At the same time, societies finance their universities to contribute to the education and future employment of youth and to a society's economic growth. Reconciling the short-term needs of society with its long-term goals is a challenges that Universities cannot shy away from. I will discuss how a modern University can communicate effectively its role as a gadfly, without suffering Socrates fate of being offered the poison.

Harnessing the London factor – leveraging heritage in brand identity by David SMITH, Marketing Executive, City University London

London is known for its rich heritage yet is still one of the most forward thinking, contemporary cities in the world. Likewise universities often have strong traditional backgrounds but are expected to be relevant in the modern world and produce cutting-edge research and education. For universities in England, and particularly London, drawing on institutional history is key to enhancing a strong reputation, especially on the international stage. The perception of quality is often attributed to the roots of an organisation and as such many universities leverage this in their branding. Looking at City University London and other examples I intend to show how modern university brands embrace traditional values and how a strong brand identity can enable and enhance communications across a variety of new media platforms without compromising integrity or reputation.

15:30-16:00

Coffee break

16:00-17:00

Discussion groups: Preserving traditional university values in modern university communication

Chairs: Katerina NIKOLAIDOU and David SMITH

17:00-20:00

Free time for participants

20:00

Dinner

Venue: "La Limonaia" Restaurant, Via L. Spallanzani 1A

Workshop hosted by



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Friday, 22 May 2015

Venue: Sapienza University of Rome, Rectorate Bulding (CU001)- Senate Hall

08:30-09:00	"Wake-up" coffee & tea
09:00-09:20	Reporting on discussion groups
09:20-11:00	<p>SESSION III:</p> <p>UNIVERSITY COMMUNICATING ITS THIRD MISSION</p> <p><i>How to communicate about university projects and activities aimed at strengthening the engagement with industry and society? How to choose the most suitable channel (social media, website, press release, etc)?</i></p> <ul style="list-style-type: none"> • "Mobile University" and "Treasure of the Future" by Jon Orn GUDBJARTSSON, Director of Marketing and Communication of the University of Iceland • Tor Vergata University communicating its Third Mission by Prof. Maurizio TALAMO, Pro-Rector to Third Mission, University of Rome "Tor Vergata" • Discussion
11:00-11:30	Coffee break
11:30-12:30	<p>SESSION IV:</p> <p>UNIVERSITY ANNIVERSARY CELEBRATIONS: HIGH-LEVEL ACADEMIC EVENT OR A PROFILING TOOL?</p> <p><i>How to find the right balance between tradition and new PR approaches? How to effectively involve alumni, members of the university community, partner universities, and other stakeholders?</i></p> <p>Chair: Nijole BULOTAITE, Head of Information and PR Office, Vilnius University</p> <p>Celebrating a University's anniversary: not a piece of cake! by Isabelle POLLET, Responsable du service de communication, Université Libre de Bruxelles</p> <p><i>During the academic year 2009-2010, Université Libre de Bruxelles celebrated its 175th anniversary. Who did the job? When and how was it planned? What kind of events were organised? How did we get the Faculties to participate in the celebration? And what about the money? What were the solutions to optimize the budget? How did we communicate? And finally, did we reach our targets?</i></p> <ul style="list-style-type: none"> • Discussion
12:30 -13:00	WRAPPING UP & CONCLUSIONS by Katerina NIKOLAIDOU, Head of the Communication Office, University of Cyprus, Chair of the UNICA PR & Communication Group
13:00-14:30	Lunch



14:30-18:00

Optional programme: Opportunity to attend two workshops focused on communication issues in the framework of the [EM-ACE project final conference](#).

EM-ACE – Promoting Erasmus Mundus Towards European Students: Activate, Communicate, Engage is a project funded by the European Commission within the framework of the Erasmus Mundus Action 3 (EM A3) programme, focusing on the promotion of Erasmus Mundus towards European students. Learn more about the project on www.em-ace.eu.

Parallel workshops (repeated twice):

- A. How to develop a marketing strategy for my joint programme
- B. Attracting students to join joint masters through additional sources of funding
- C. Campaigns and brand position for effective recruitment: the role of academics
- D. How to use alumni to attract the best students
- E. How to plan a successful online & social media campaign

18.00-20.00

Optional social programme: EtnoMusa Concert – Farewell cocktail

Saturday, 23 May2015

Guided tour of Rome Historical Sites (early afternoon, exact time to be confirmed)

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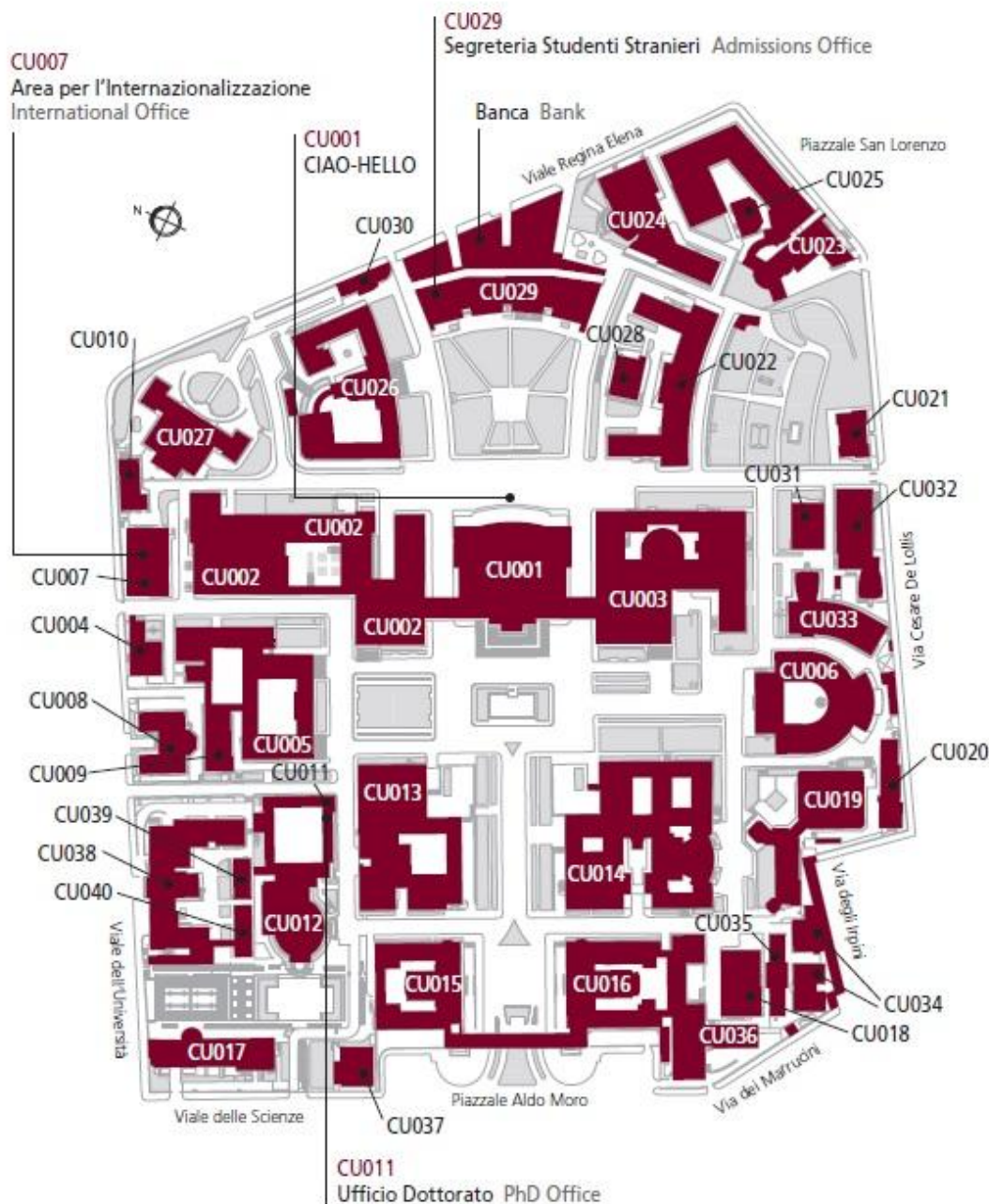


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Sapienza University of Rome: Main Campus

The Main Campus is located in Piazzale Aldo Moro, 5, near TERMINI STATION.



CU007: Meeting venue (21 May) – Tumminelli Building (2nd floor)

CU001: Meeting venue (22 May) – Rectorate Building – Senate Hall

CU005: Meeting point - Optional social programme: Building of the Faculty of Natural Sciences - Walk through the campus and visit of the “Flesh and Blood Dinosaurs” Exhibition