

9th UNICA PR & COMMUNICATION ONLINE WORKSHOP

Promoted by Eötvös Loránd University of Budapest

University PR & Communication from behind the mask

Thursday, 8 October 2020 | 13:30 – 17:15 PM CEST

PROGRAMME (as of 1 October 2020)

Overall Chair: Jón ÖRN GUÐBJARTSSON, Chair of the UNICA PR & Communication Working Group, Head of Marketing and Communications, University of Iceland

13:30 – 13:40	<p>Welcome addresses</p> <ul style="list-style-type: none"> • László BORHY, Rector, Eötvös Loránd University of Budapest • Luciano SASO, UNICA President
13:40 – 13:45	<p>Introduction to the workshop</p> <p>by Jón ÖRN GUÐBJARTSSON, Chair of the UNICA PR & Communication Working Group and Head of Marketing and Communications, University of Iceland</p>
13:45 – 15:15	<p>Session 1. Universities in uncertain times: crisis communication and lessons learned</p> <p>Chair: Olga MAMAEVA, Deputy Head for Communications, eLearning Office, National Research University - Higher School of Economics</p>
13:45 – 14:00	<p><i>University communications in the times of COVID. Providing information and support,</i> by Pall ASGEIR TORFASON, Head of e-Learning, University of Iceland</p>
14:00 – 14:15	<p><i>The social role of universities in COVID-19 crisis: The rise of knowledge,</i> by Darja LISJAK, University of Ljubljana</p>
14:15 – 14:30	<p><i>Online Events: What We Should Keep When the Emergency is Over,</i> by Alessandra BARBERIS (Head Communications Office, Sapienza University of Rome) and Daniela VINGIANI (Manager, Strategic Planning and Communications Area, Public Relations Office, Sapienza University of Rome)</p>
14:30 – 14:45	<p><i>Maintaining the image: university PR & Communication between uncertainty and authoritativeness in the COVID-19 era,</i> by Ákos TESLÁR, Head of Communications Department, Eötvös Loránd University of Budapest</p>

14:45 – 15:15	Q&A and discussion
15:15 – 15:30	Confort break
15:30 – 17:00	<p>Session 2 – University branding and advertising to support the recruitment of international students in the COVID-19 era</p> <p>Chair: David SMITH, Head of Marketing, University of East London</p>
15:30 – 15:45	<i>Brand-led marketing communications: full funnel engagement with prospective international students in uncertain times</i> , by David SMITH , Head of Marketing, University of East London
15:45 – 16:00	<i>International recruitment strategies during and after the pandemic</i> , by Katalin IGAZ-ÖHLER , Eötvös Loránd University of Budapest
16:00 – 16:15	<i>Connecting with students via social media during the pandemic</i> , by Aswin LUTCHANAH , Social media specialist, University of Luxembourg
16:15 – 16:30	<i>Switching from blended to digital-only international student recruitment strategies in a fast-moving pandemic-situation</i> , by Daisy BOCCHI , Project Coordinator International Marketing and Recruitment, Vrije Universiteit Brussel
16:30 – 17:00	Q&A and discussion
17:00 – 17:15	Conclusions of the meeting , by Jón ÖRN GUÐBJARTSSON , Chair of the UNICA PR & Communication Working Group and Head of Marketing and Communications, University of Iceland

Regular updates and registration form available at:

<http://www.unica-network.eu/event/9th-unica-pr-communication-online>

For any questions or more information, please contact the UNICA Secretariat: office@unica-network.eu