

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 GUÐBJARTSSON, 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)l 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	<ul style="list-style-type: none"> • 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

COUNTRY	UNICA MEMBER UNIVERSITY	2011	2012	2013	2014	2015	2016	2017	N° attendances per univ
Czech Republic	Charles University in Prague								0
Russian Federation	Lomonosov Moscow State University								0
Turkey	Middle East Technical University								0
Greece	National and Kapodistrian University of Athens								0
Albania	Polytechnic University of Tirana								0
Italy	Roma Tre University								0
Republic of Macedonia	Ss. Cyril and Methodius University of Skopje								0
Sweden	Stockholm University								0
Albania	Tirana University								0
Spain	Universidad Complutense de Madrid								0
Portugal	Universidade de Lisboa								0
Austria	Universität Wien								0
France	Université Pierre et Marie Curie								0
France	Université Sorbonne Nouvelle - Paris 3								0
Netherlands	Universiteit van Amsterdam								0
Finland	University of Helsinki								0
Poland	University of Warsaw								0
Ukraine	Igor Sikorsky Kyiv Polytechnic Institute								Member from 1 Jan 2018
Spain	Universidad Carlos III de Madrid								Member from 1 Jan 2018
United Kingdom	University of Edinburgh								Member from 1 Jan 2018

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