

2nd joint meeting of the Chairs of UNICA Working Groups and Members of the Steering Committee

Wednesday, 6 February 2019, UNICA Office, Brussels

PR & COMMUNICATION



Who we are? WG's Facts & Figures



University professionals working in the field of PR, Communication, Media Relations and Marketing

CHAIR: Katerina Nikolaidou, University of Cyprus

MEMBERS OF THE CORE GROUP:

• 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

Aims & Activities



Aim to offer a platform to exchange practices on university branding, content strategy, media presence, and on how to get insights into the latest trends in university PR & communication.

- A meeting every year (2 days workshop)
- Facebook closed group

Biggest successes & challenges



A constant exchange of ideas and practices beyond the yearly meeting!

-Micro-network

-Sharing

We are doing some things differently compared to previous years



- Assessment / Evaluation from members
- Emphasis on practical issues

We are happy with your support!



Collaborations EUPRIO



Objectives & plans for the future



- To attract more members from North and South
- To enhance communication with communication associations as EUPRIO
- To strengthen our Facebook group with more content and interaction