



Euprera Spring Symposium 2009 Berlin Programme

Promoting transnational PR research and education in Europe

Discover project ideas, be part of international groups and engage yourself!

Venue:

depak Deutsche Presseakademie | Studienzentrum
Georgenstraße 22 | D-10117 Berlin

Friday 3 April

08.00 – 10.00: Euprera Board meeting (Board members only)

10.30: Opening – Sue Wolstenholme

10.40 – 13.30: Project ideas & search for partners

10.40: **Philip Young**: Euroblog: The impact of social media on Public Relations practice in Europe

11.10: **Emanuele Invernizzi**: Beyond Institutionalization of PR/Communication

11.40: coffee break

12.00: **Ralph Tench**: PR Education - the Myths and the Realities

12.30: **Majda Tafra**: The role of case studies in PR education

13.00: **René Seidenglanz, Olaf Hoffjann**: Academic PR education in Germany – the DGPuK framework

13.30-14.30: Lunch (Sushi)

14.30 – 17.00: Project ideas & search for partners

14.30: **Holger Sievert**: National data collections for an European dashboard on International Corporate Communication

15.00: **Anne-Marie Cotton**: MARPE - Master in and network for European PR

15.30: coffee break

16.00: **Sue Wolstenholme**: Euprera publication series

16.30 – 18.30: Bilateral meetings between members/participants:

Network time for new projects and running projects

20.00: dinner (not included in the symposium fee / restaurant will be announced on the spot)

Saturday 4 April

09.30 – 10.30: Project ideas & search for partners

09.30: **Sven Hamrefors**: Contextual leadership

10.00: **Sven Hamrefors**: Business Effective Communication

10.30 – 12.30: Education session

10.30 – 11.00: **EUPRERA Education Survey: Master and Bachelor Programmes in Europe: Initial Results and Considerations** (Ralph Tench, Els van Betsbrugge, Bruno Neuville, Anne-Marie Cotton, Maria José Solaz)

11.00-11.15: coffee break

11.15: workshop 1: **Alenka Jelen** - Bringing social scientific perspectives into PR

11.40: workshop 2: **Ton Veen** - The relationship between Bologna (EC-EQF), learning outcomes/competencies and how to implement these in PR communication - curriculum

12.05: workshop 3: **Bruno Neuville** - Talking about communications and public relations: let's go forward. An open discussion about BA competences in a European context.

12.30-13.30: EUPRERA General Assembly (members only)

(incl. Euprera Congress 2011 proposal, presented by **Anne Gregory**)

13.30: lunch (Sandwiches)

14:00 Closing

Deadline for registration: 20th March 2009

Symposium fee (incl. coffee breaks and lunches): € 90

The symposium is open for members of EUPRERA and fellow researchers/practitioners in the field of public relations who are interested in joining our international network and bilateral projects.

