



Euprera Spring Symposium 2010:
Chair Jos Willems – Euprera Social Media Awards - Euroblog2010
Ghent: 25 – 27 February 2010
University College Arteveldehogeschool

Programme

**Social Media Go Mainstream: New challenges for internal communication,
reputation, education and the public sector**

Thursday 25 February

9.00 – 13.00 a.m. (Leerstoel Jos Willems - Programme in Dutch)

*"The magic of social media is not what happens in social media,
but what happens outside of it,
because of it."*

Paul Isakson, former head of Strategy at Space 150

9.00 – 9.30: registration / coffee

09.30 – 11.15:

De Magie van Sociale Media / The Magic of Social Media

Chair: Serge Cornelus (University College Arteveldehogeschool)

09.35 – 10.20: Keynote speakers: Bart Dewaele/Sofie Verhalle, Talking Heads - "De magie van sociale media onthuld"

10.25 – 10.50: Case 1 – Bart Muskala, AdNerds

10.55 – 11.20: Case 2 – Sam Desimpel, McCann Lowe – « Maestro Learnings »

11.20-11.40: coffee break

11.45 – 12.10: Case 3 – Lander Janssens, Duval Guillaume Brussel

12.15 – 13.00: Keynote speaker: Tom Palmaerts - Trendwolves - "De toekomst van sociale media"

1.00 – 2.00 p.m.: registration / lunch

02.00: Official opening Euprera Spring Symposium

Speeches: J. Veeckman (University College Arteveldehogeschool), E. Invernizzi (Euprera)

2.30-6.30 p.m. (English)

Spring Symposium 2010

Co-ordination: Anne-Marie Cotton (University College Arteveldehogeschool) & Philip Young (Sunderland University)





02.30 – 04.00 p.m.

Social media in/for public sector

Chair: Ralph Tench (Leeds Metropolitan University, UK)

Speakers:

Daniel Heine (Germany), “Government Communication on the Social Web - an Experimental Study Exploring the Use of Interactive and Participative Elements.”

Bart Rosseau (City of Ghent, Belgium), Social Media @ the city of Ghent

Sonia M. Pedro Sebastião (Superior Institute of Social and Political Science (ISCSP), Technical University of Lisbon (UTL), Portugal), “Different strategies in the use of Social Media in Political Public Relations. - The cases of the Portuguese Social Democratic Party (PSD) and Socialist Party (PS) in the 2009 Parliament Campaign”.

04.00-04.30: coffee break

04.30 – 6.30 p.m.

Euprera Social Media Awards

Chair: Philip Young (Sunderland University, UK)

Keynote: Neville Hobson (communicator, blogger and podcaster, Head of Social Media Europe for WeissComm Group)

Euprera Social Media Awards

Concept: a Europe-wide award for the best PR/communications blog

The top three bloggers present their project in interaction with Neville Hobson, president of the jury and with the audience.

7.30 – 10.30 p.m.

Dinner: ‘t Pand (University Club) - Onderbergen

Friday 26 February

09.00 – 10.30 a.m.

Social web in internal communication and Identity Building

Chair: Ansgar Zerfass (Leipzig University, Germany)

Speakers:

Liz Bridgen (De Montfort University, Leicester, UK), “Emotional labour and the ethics of the pursuit of personal branding”.

Baiba Abelniece (University of Jyväskylä, Finland), “Social Media as Ethical Contributor of Public Relations”.

Ana Isabel Inácio & Susana Carvalho Spínola (Instituto Superior de Novas Profissoes, Lisbon, Portugal), “Wine tourism and new media: a way to build identity and brand loyalty”.

Emanuele Invernizzi, Stefania Romenti & Stefania Maurello, (IULM University, Milan, Italy), “The Measurement of Internal Social Capital developed by Communities of Practice: the case of the IULM University”

10.30-11.00: coffee break



11.00 – 12.30 a.m.

Reputation and Issue Management on the Social web

Chair: Sven Hamrefors (Mälardalen University, Sweden)

Keynote: David Phillips (UK), The semantic anatomy of a crisis.

Speakers:

Mark Phillimore and Jon A. J. Wilson (Business School, University of Greenwich, UK), "Social media newsrooms; exploring identity through user generated comment"

Bruno Amaral (Portugal), "Concepts of Values for Public Relations"

Serra Görpe & Korhan Mavnacioglu (Istanbul University, Turkey), "The most admired companies of Turkey: How they use Social Media? An analysis of their Social Media Strategy".

12.45 – 02.00: lunch

2.00 – 3.30 p.m.

Euroblog2010

Co-ordination: Philip Young (Sunderland University, UK) & Derek Hodge (Stirling University, Scotland)

Euroblog 2010 Research project (research team: P. Young, D. Hodge, R. Bailey, B. Amaral)

03.30-04.00: coffee break

4.00 – 6.30 p.m.

Good practices in PR Education using the social media

Chair: Els Van Betsbrugge (University College Arteveldehogeschool)

Speakers:

Holger Sievert (komm.passion consulting / Zeppelin University, Germany), "Do we have to change PR education due to Social Media? Heuristic remarks and discussion inputs on educational issues linked to digital communication".

Jeff Hoyer, Teresa Collard, Lisa LeBleu (University of Tennessee at Martin, USA) & **Gareth Thompson** (London Metropolitan Business School, UK), "A Statistical Assessment of Social Media Use Among University Students".

Anna Adamus-Matuszynska (Karol Adamiński University of Economics in Katowice, Poland), "Social media in public relations practice and education."

Alenka Jelen (University of Central Lancashire, Preston, UK), **Erkan Saka** (Istanbul Bilgi University, Turkey), "Social Mediation of Higher Education: The public visibility and 'celebrification' of academia in the cyberspace."

Els Van Betsbrugge (University College Arteveldehogeschool), "Blue Call Phone. How new techniques can provide a new dimension to society (casestudy vzw Ithaka and Arteveldehogeschool)."

7.30 – 10.30 p.m.

Dinner: De Bijloke Bistro by Coeur d'Artichaut



Saturday 27 February

9.30 – 13.30 a.m.

9.30 – 10.45:

Euprera Hour: Presentation Euprera projects

- Status running projects
- New projects
- Congress proposals (2011 – 2012)

10.45 – 11.45:

Euprera General Assembly

11.45-12.15: coffee break

12.15 – 13.15:

Euprera Ceremony: Honorary Membership B. van Ruler

13.15-14.00: Reception





Venue

The new campus “Kantienberg” - University College Arteveldehogeschool, Aula.
Voetweg 66 – 9000 Ghent

Social Media Award:

Euprera Euroblog Social Media Awards

As part of its EuroBlog investigation into the impact of social media on public relations practice Euprera intends to make three awards at its Spring Symposium in Ghent, Belgium, February 25-27 2010.

The awards are open to anyone with an affiliation to a European University/University College (Bachelor/Master). Candidates must have maintained an online presence equivalent to at least ten weblog posts before the deadline for entries, Friday January 8, 2010, and a major part of their content must be connected to communications/ public relations.

One award will be made to a student studying for BA or BSc, one will be made to a postgraduate student (MA or MSc) and the third award will be made at the discretion of the judges and may be the result of a nomination from a person other than the author of the blog.

The winning entrants will be invited to make a short presentation on their work at the Ghent Symposium.

Criteria

Focus/ vision

Content: originality, creativity, presentation

Appreciation of the opportunities offered by social media

Contribution: new ideas, insights, value to peers

Engagement with online community

Entry: <http://publicsphere.typepad.com/euprerasma/>

Entrants must submit entry form, plus a short (max 500 words) critique of the strengths and weaknesses of their work, clearly setting out the intention behind the work.

Language

Entrants can write in any European language but the entry form should be completed in English, French or German.

Winners will present their blog in English.

