

Euprera Spring Symposium 2010:

Chair Jos Willems – Euprera Social Media Awards - Euroblog2010

Ghent: 25 – 27 February 2010

University College Arteveldehogeschool

Preliminary programme

Social Media Revisited: 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: First keynote speaker: Talking Heads

10.25 – 10.50: Case 1

10.55 – 11.20: Case 2

11.20-11.40: coffee break

11.45 – 12.10: Case 3

12.15 – 13.00: Second keynote speaker: Trendwolves

1.00 – 2.00 p.m.: registration / lunch

02.00: Official opening Euprera Spring Symposium

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

2.30-6.00 p.m. (English)

Spring Symposium 2010

Co-ordination: A-M 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)

Speakers: to be confirmed

(vetting procedure)

04.00-04.30: coffee break

04.30 – 6.00 p.m.

Euprera Social Media Awards

Chair: Philip Young (Sunderland University)

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/comms 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)

Friday 26 February

09.00 – 10.30 a.m. (English)

Social web in internal communication and Identity Building

Chair: Ansgar Zerfass (Leipzig University)

Speakers: to be confirmed
(vetting procedure)

10.30-11.00: coffee break

11.00 – 12.30 a.m. (English)

Reputation and Issue Management on the Social web

Chair: Sven Hamrefors (Mälardalen University)

Speakers: to be confirmed
(vetting procedure)

12.45 – 02.00: lunch

2.00 – 4.00 p.m. (English)

Euroblog2010

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

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

04.00-04.30: coffee break

4.30 – 6.30 p.m. (English)

Digital Communication & Education

Chair: Els Van Betsbrugge (University College Arteveldehogeschool)

Speakers: to be confirmed
(vetting procedure)

7.30 – 10.30 p.m.

Dinner: venue to be confirmed

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

1. Venue

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

Ghent can be easily reached:

By plane

- If you fly into *Brussels National Airport*, you can take the Airport City Express, which leaves four times an hour from inside the airport building (floor –2) and takes you to one of the main railway stations in Brussels (subsequently Noord/Nord, Centraal/Central and Zuid/Midi). In Brussels you can switch to one of the many intercity trains (IC) to or via Gent Sint-Pieters, Ghent's main railway station. All trains with destinations Brugge, Knokke/Blankenberge or Oostende stop in Ghent. Some trains run directly from the airport to Gent Sint-Pieters.
- If you fly into *Charleroi Airport (Brussels South)*, there is a bus service to the railway station Brussel Zuid (Bruxelles Midi). In Brussel Zuid, you can switch to one of the many intercity trains (IC) to or via Gent Sint-Pieters, Ghent's main railway station. All trains with destination Brugge, Knokke/Blankenberge or Oostende stop in Ghent.

By train

- Ghent is on the crossroads of the international lines London - Brussels - Köln and Paris - Lille - Antwerp. Timetables can be found on the website of the national railway company NMBS.

--> Information on timetables and prices: <http://www.b-rail.be/main/E/>.

The symposium site can be easily reached by public transport.

2. Symposium fee

| | 1 day | Full programme |
|--|---------------------------------------|---------------------------------------|
| Euprera members | 80 € | 120 € |
| Speakers | 80 € | 120 € |
| Academics | 100 € | 160 € |
| Professionals | 150 € | 275 € |
| University College Arteveldehogeschool (lecturers – students) | CM: free / other departments: 10 € | CM: free / other departments: 10 € |
| Alumni (University College Arteveldehogeschool) | 80 € | 120 € |
| Students (not University College Arteveldehogeschool) | 10 € | 10 € |

The fee includes:

- lunch 25/02
- coffee break 25/02
- coffee breaks 26/02
- lunch 26/02
- coffee break 27/02
- Symposium bag

Not included: the dinners (25 € Thursday / 25 € Friday)

3. Hotels

A list of hotels will be mentioned on the website (www.euprera.org).

We are negotiating a symposium package with Novotel (Goudenleeuwplein – Gent).

4. Call for papers:

**Euprera Spring Symposium
in conjunction with the Chair Jos Willems**

Theme

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

**Ghent, 25-27 February 2010
University College, Arteveldehogeschool**

Call for papers

The themes of the Euprera Spring Symposium 2010 are:

- Reputation and issue management on the social web
- Social media, internal communication and identity building
- Social media and the public sector
- Good practices in PR Education using the social media
- Future Perspectives of social media in public relations

We welcome original research papers (case studies included)

Vetting Committee

- Philip Young, Ansgar Zerfass, Sven Hamrefors, Kaja Tampere, Anne-Marie Cotton, Els van Betsbrugge, Julia Jahansoozi, Ralph Tench, Jordi Xifra, Susana Carvalho

Timing

Abstracts: 14 December
Feedback: 11 January
Full paper: 22 February
Presentation: 22 February

<http://www.euprera.org/?p=69>



5. 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. Travel¹ and accommodation expenses will be covered by the Award organisers, Euprera and University College Arteveldehogeschool, department of Communication Management.

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.

If you would like to nominate someone else's work please contact them beforehand and gain their agreement before doing so.

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.

¹ The Award organizers, being University College Arteveldehogeschool, will cover flights within Europe only up to a maximum of 400 Euro. Accommodation will be booked for 2 nights.

