

**HIGHER NARRATIVES:
COMMUNICATING UNIVERSITY REPUTATION AND
RESEARCH THROUGH STORYTELLING, HERITAGE AND
CULTURE**

**UNIVERSITY COLLEGE DUBLIN, IRELAND
6TH - 7TH OCTOBER 2016**



PRE-CONFERENCE ACTIVITIES

SUNDAY – 2ND OCTOBER

W100 Members taking part in the Study Tour arrive in Glasgow and stay at Hotel du Vin.

MONDAY – 3RD OCTOBER

Study tour activities at University of Glasgow.

The University of Glasgow host a dinner for World 100 Study Tour group at The Ubiquitous Chip.

TUESDAY – 4TH OCTOBER

Study tour activities at University of Glasgow.

Fly to Dublin late afternoon (organised by W100) 16:45 – 17:50 Glasgow (GLA) – Dublin (DUB) Aer Lingus.

WEDNESDAY – 5TH OCTOBER – W100 MEMBERS' DAY

10.30 Trip to Guinness Store House

14.00 Walking tour of Dublin led by historian Donal Fallon

15.30 Trip to Kilmainham Gaol led by Kim Lloyd

16.30 Free time

20.00 W100 Members' dinner at Roly's Bistro, Ballsbridge

CONFERENCE DAY 1 – THURSDAY 6TH OCTOBER 2016

TIME	ACTIVITY						
8.45 - 9.30	Registration & coffee						
9.30 - 9.45	Welcome & overview – Mark Sudbury, W100 Chair & Louise Simpson, W100 Director						
9.45 - 10.00	Welcome to UCD – UCD President, Professor Andrew J Deeks, introduced by Eilis O’Brien, Director of Marketing and Communications, UCD						
10.00 - 10.30	Plenary 1 – The Power of the Storyteller. Frank McGuinness, Playwright and Professor of Creative Writing, UCD						
10.35 -11.00	Plenary 2 – Connective Campaigns: Storytelling in the Age of Engagement. Paul Andrew, Vice President for Public Affairs and Communications, Harvard University						
11.00 - 11.15	Q and A						
11.15- 11.45	BREAK						
11.45-12.45	How Universities Communicate Research. Discussion with a panel of W100 directors from The University of British Columbia, The University of Melbourne, the University of Helsinki and The University of Edinburgh. Chaired by Louise Simpson, Director, World 100 Network						
12.45-13.45	LUNCH						
13.50 - 14.50	<table border="1"> <thead> <tr> <th>WORKSHOP 1</th> <th>WORKSHOP 2</th> <th>WORKSHOP 3</th> </tr> </thead> <tbody> <tr> <td> Campaigns with Clout. Paul Andrew, Vice President for Public Affairs and Communications, Harvard University </td> <td> Telling the Research Story through content and the media. Stephen Thompson, Head of Digital Engagement, Sheffield University </td> <td> Insights from rankings for impactful research communications. Richard Cook, Manager, External Benchmarking, University of Sydney </td> </tr> </tbody> </table>	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	Campaigns with Clout. Paul Andrew, Vice President for Public Affairs and Communications, Harvard University	Telling the Research Story through content and the media. Stephen Thompson, Head of Digital Engagement, Sheffield University	Insights from rankings for impactful research communications. Richard Cook, Manager, External Benchmarking, University of Sydney
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15.00-15.45	UCD Research Cafes. Visit some of UCD’s leading academics in their research environments and discuss how they communicate their research stories and brand. Open to all delegates, pre-registration necessary. Tea, coffee and cakes will be provided!						
16.00-17.00	Speed storytelling. Move around the room to tell your institutional story and listen to colleagues, at speed.						
17.15	Buses back to the hotels						
20.00 – 23.00	Conference dinner at The Guinness Storehouse						

CONFERENCE DAY 2 – FRIDAY 7TH OCTOBER 2016

TIME	ACTIVITY		
8.45 - 9.30	Coffee		
9.30 - 9.45	Overview – Mark Sudbury, W100 Chair & Louise Simpson, W100 Director		
9.45 – 10.10	Plenary 1 – Visualising the story: “Made of More” Just how does Guinness do it? Eibhlin Colgan, Archive Manager at Guinness Storehouse and member of the Diageo global brand team		
10.15 - 10.40	Plenary 2 - Brand Brinkmanship. Applying commercial brand planning to an academic culture and living to tell the tale! Dan Dillon, Senior Vice-President and Chief Marketing Officer, Arizona State University		
10. 40 – 11.05	Panel discussion		
11.05 – 11.30	BREAK		
11.30 - 12.30	WORKSHOP 1 Brand Health Monitoring and Management. Dan Dillon, Senior Vice President and Chief Marketing Officer, Arizona State University	WORKSHOP 2 How to tell your story to prospective students. Dasha Karzunina, International Education Specialist, QS Intelligence Unit	WORKSHOP 3 Grabbing the digital audience - Because You Have Just Eight Seconds. Ovidia Lim-Rajaram, Chief Communications Officer, NUS
12.30 - 13.30	LUNCH		
13.40—14.40	WORKSHOP 4 Changing the brand narrative. Graham Bethune, Director, Office of Marketing and Communications, University of Queensland	WORKSHOP 5 The Power of Authentic Story telling through Brand Journalism. David Estok, Vice-President, Communications, University of Toronto	WORKSHOP 6 Dare to be Grey - Utrecht student campaign. Using social media and academic logic to tackle extremism. Students from Utrecht University on their award-winning campaign
14.45 – 15.00	BREAK		
15.00 - 15.30	Signatories. UCD’s role in retelling the story of Irish Independence and the Easter Rising. Ellis O’Brien, Director of Marketing and Communications, UCD		
15.30 - 15.45	Q&A		
15.45 - 16.00	W100 Annual Conference 2017: The Netherlands. Cor Jansen, Director of Communications and Marketing, Utrecht University. Followed by conference summary & close.		
16.00 -17.00	Drinks & informal networking. Irish music and dancing		
17.00	Event close - Bus to airport		

