



TIME	ACTIVITY/TALK
10.00 – 11.15	Campus Tour of the University of Navarra
11.15 – 11.45	Coffee and Networking
11.45 – 12.00	Welcome, Alfonso Sanchez-Taberno, Rector, University of Navarra
12.00 – 12.15	Introducing the W100. Louise Simpson, Director W100.
12.15 – 12.35	W100 Research and benchmarking. Alan Ferns, Associate Vice-President for External Relations and Reputation, University of Manchester.
12.35 – 12.55	“W100 Academy”. Miriam Salcedo, Professor of Communication, University of Navarra, and Mark Sudbury, W100 Academy Trainer, Pro-Vice-Chancellor, St Mary’s University.
12.55 – 13.15	“W100 Events” and 2017 W100 conference Utrecht and W100 Study Tour Groningen. Cor Jansen, Director of Communications, Utrecht.
13.15 – 13.30	Questions - Louise Simpson.
13.30 – 14.30	Lunch
14.30 – 14.50	Communicating Spanish research: challenges & opportunities. Valerio Rocco Lozano, Vice-Dean for Research and Knowledge Transfer, Universidad Autónoma de Madrid.
14.50 – 15.10	Powerful Public Engagement – making an impact at UPF. Dr Gema Revuelta, Director of Studies, Center on Science, Communication and Society, Pompeu Fabra University, Barcelona.
15.10 – 15.30	Representing Spanish Excellence in Europe. Stefanie Ubrig. Office for the Promotion of European Research Activities Alliance 4-Universities.
15.30-15.50	Coffee break
15.50-16.10	The Barcelona Brand. Leveraging the city in international recruitment. David Miro. International Marketing Manager, UAB.
16.10 – 16.30	The IESE Way: building a global business school on three principles. Professor Xavier Oliver, Director Corporate Marketing Communications, IESE Business School.
16.30 – 17.00	Discussion panel: with Xavier Oliver (IESE), Valerio Rocco Lozano, UAM, UAB, PF, (Chaired by Louise Simpson, W100)
17.00	Walk to hotels
20.00 – 23.00	Dinner “El Mercao,” Pamplona.