



INTERNAL COMMUNICATION: FROM STRATEGY TO POLICY

EUPRIO-COALESCE Spring School for Communication Officers
Venice International University, Island of San Servolo, Venice, Italy
March 4-6, 2026

WORKSHOP PROGRAMME

Wednesday, March 4, 2025

14.00

Welcome and Opening

Alessandra Fornetti, COALESCE & Venice International University
Bettina Neunteufl, President of EUPRIO

14.15

Introductory Talk 1

Who's Your Boss? Tensions and Challenges about Communication in Universities

Massimiano Bucchi, University of Trento - COALESCE

14.45

Introductory Talk 2

Internal Communication in European higher education: a quick overview (based on the survey and the comments during the workshop in Lisbon)

Katelijne Ulenaers, Head of Internal Communication - UHasselt

15.15

Q&A: Common discussion on Talk 1 and Talk 2 with the speakers

Moderator: Ilda Mannino

15:45 Short break

16.00

Mutual Learning Lab

Participants discuss on the survey questions

Moderator: Katelijne Ulenaers, Head of Internal Communication - UHasselt

17.00

Mutual Learning Lab

PLAY Scicomm: Who wants to be a science communicator?

M. Bucchi, A. Fornetti, I. Mannino, F. Soffietti - COALESCE

18:30 Networking apéro

20:00 Meeting for the dinner at San Servolo Restaurant

Thursday, March 5, 2026

09.30

Introductory Talk 1

Internal Communication strategy: why/what/how

Katelijne Ulenaers, Head of Internal Communication - UHasselt

10.00

Mutual Learning Lab

Discuss and write down your strategy and transfer into a matrix

Katelijne Ulenaers, Head of Internal Communication - UHasselt

11.15 Short coffee break

11:30

Introductory Talk 2

Navigating Crises: a tool for University Communication

COALESCE

12:30 Q&A: *How to be effective in times of Crises*

COALESCE-EUPRIO

13:00 Lunch and networking

14:30

Introductory Talk 3

How to deal with change communication?

Per M. Eriksson, Communication specialist – Malmo University

15:00

Mutual Learning Lab

Examples of change processes and how to communicate them

Per M. Eriksson, Communication specialist – Malmo University

16:45

Mutual Learning Lab

What competences to make a communication officer?

Ilda Mannino, Venice International University – COALESCE

19:15 Meeting in the lobby to go to the dinner in Venice (boat from S. Servolo 19:20)

Friday, March 6, 2026

09.30

Introductory Talk 1

Creating an internal comms policy

Kateljine Ulenaers, Head of Internal Communication - UHasselt

10.30

Mutual Learning Lab

Start to policy (developing a pathway for creating your own IC policy)

Kateljine Ulenaers, Head of Internal Communication - UHasselt

12.30 Lunch and networking

14.00

Roundtable

Lessons learned and takeaways. Evaluation and feedback from participants

How can future seminars be better tailored to your needs? Keeping in touch: channels for further networking

COALESCE & EUPRIO

15:00

Close



UPRIO

March 4-6 2026

VENICE

Spring School

VIU-Venice International University
Isola di San Servolo
Venice (Italy)

In partnership with:

VIU Venice International University

COALESCE

The poster features a stylized illustration of a Venetian canal scene with buildings and a gondola. The background is a gradient from light yellow at the top to green at the bottom.