



**IRO Communication and Management in the NET Generation,
IROICA Annual Conference 2012
21th - 23rd June, University of Bolzano**

Wednesday 20th June

19.30 Welcome reception together with ICA Week of Conferences Welcome Reception

Thursday 21st June

09.00-09.10 Welcome by Stefan Zerbe, Chair of the ICA Week of Conferences Local Organising Committee
Welcome by the Rector of the Free University of Bozen - Bolzano
Welcome by Guido Van Huylenbroeck, President of ICA
Welcome by Margarita Calderon-Peter, President of IROICA

9.15- 10.20 **Something becomes Someone – thoughts on an university and identity on social media,**
Kristof Johanns, KU Leuven

10.30 11.00 Coffee break

11.00-11.30 **Social media platform use in the IROs,** Quannah Zimmerman, Gembloux Agro Bio-Tech –
Université de Liège

11.30-12.00 **How to get attention of students?** Wolfgang Laschet M.A., Norwegian University of Science
and Technology tbc

12.00-12.30 **Students' point of view on expectations of the Net Generation for IRO Communication –**
Paulina Mieleszko, Warsaw University of Life Sciences – SGGW

12.30-13.30 Lunch

13.30-14.30 **Advertising exchange possibilities for the net generation using the strength of the IROICA
network,** Jacob Sjøby Bang, INVOLVEMENT, Copenhagen

14.30-15.30 **Social media for communication between IRO and students,** Don O'Neill, International Office,
Waterford Institute of Technology

15.30-16.30 Coffee break and **walk and talk: speed dating: the use of social media by IRO-s**

16.30-17.00 **Summary of the walk and talk**

??? Dinner

Friday 22nd June

09.00- 09.45 Cooperation with Industry, Carole Sorreau, InVivo

09.45-10.30 **Update on Erasmus for all ,** Martina Friedrich, ÖAD

10.30-11.00 Coffee break

10.30-13:30 **IROICA GA – including summary on '15 years of IROICA'**

13:30 Lunch

Saturday 23rd June

9.00 Excursion