

DAY 1,
Wednesday
22 april 2015

Afternoon

13.00-15.00 Reception and issuing of documentation

15.30-16.00 Welcoming Remarks

Yolanda Barcina, President Government of Navarra

Alfonso Sánchez-Tabernero, President, University of Navarra
Juan Manuel Mora, Vice President of Communications, University of Navarra

16.10-16.20 Opening Plenary

Students at the heart of the university education enterprise *John Haldane*, Director of the Centre for Ethics, Philosophy and Public Affairs, University of St Andrews

16.30-17.00 Plenary 1

Quality parameters in higher education

Concepción Naval, Dean of the School of Education and Psychology, University of Navarra

17.00-17.30 Coffee break

17.30-19.00 Round Table

University reputation in a globalized world

Chair: Pilar Lostao, Vice President for International Relations, University of Navarra

Speakers: Jaume Pagés, Executive Director, Universia
Manuel J. López, President, Spanish Universities Presidents' Conference (CRUE),
Lidia Borrell-Damián, Director of Research and Innovation, European University Association (EUA)

19.00-20.00 Tour of the Museum University of Navarra

20.00-21.00 "Pinchos and tapas" in the Museum University of Navarra

DAY 2,
Thursday
23 april 2015

Morning

9.15-9.30 Introduction

Pilar Lostao, Vice President for International Relations, University of Navarra

9.30-10.00 Plenary Session

Factors that influence doctoral students' choice of university *Louise Simpson*, Director, The World 100 Reputation Network

10.00-10.30 Plenary Session
Strategic quality management processes

10.30-11.00 Coffee break

11.00-12.30 Round Table

Critical analysis of the methodologies used in international university rankings

Chair: Jan Sadlak, President, Observatory on Academic Ranking and Excellence (IREG)
Speakers: Simon Chan, Times Higher Education.
Gero Federkeil, U-Multirank
Yan Wu, ARWU-Shanghai Jiao Tong
Isidro Aguillo, Webometrics

13.00-14.00

Concurrent Workshops

1. University reputation and quality assurance systems

Speakers: Demetrio Castro, Coordinator of Faculty Evaluation, The National Agency for Quality Assessment and Accreditation of Spain (ANECA).
Guy Haug, European expert on the assesment and development of universities and higher education systems

2. Reputation and strategies of differentiation

Speakers: Anne Myers and Amy Crossweller, Editors, "The Distinctiveness Report UK"
Liz Dempsey, Counsellor in Higher Education, British Council

3. Reputation, research and knowledge transfer

Chair: Alfonso Carlosena, Vice Chancellor of Research, Universidad Pública de Navarra UPNA
Speakers: Josep Joan Moreso, former President, Universidad Pompeu Fabra, Barcelona
Ben Sowter, Head of Division, OS Intelligence Unit

14.00-15.30 Lunch

Afternoon

15.30-15.45 Introduction

Reyes Calderón, Professor of the School of Economics, University of Navarra

15.45-16.15 Plenary Session

Corporate reputation and university reputation

Rupert Younger, Director, Oxford University Center for Corporate Reputation

16.30-18.00 Round Table

Social responsibility

Chair: Reyes Calderón, Professor of the School of Economics, University of Navarra
Speakers: Alberto Durán, President, ONCE Foundation
Jaume Lanasca, La Caixa Foundation
Emilio Sáenz, President, Volkswagen Navarra
Germán Granda, General Director, Forética

18.00-18.30 Coffee break

18.30-19.30

Concurrent Workshops

1. Brand management. Country brand and university brand

Speakers: Juan Manuel de Toro, Professor of Marketing, IESE Business School, University of Navarra
Gabriela Salinas, Global Brand Manager, Deloitte

2. Corporate reputation metrics

Speakers: Ángel Alloza, President, Corporate Excellence
Alberto Andreu, Global Corporate Reputation & Responsibility Managing Director, Telefónica.

3. Intangibles measurement

Chair: Joan Fontrodona, Professor of Business Ethics, IESE Business School
Speakers: Alberto Castilla, Executive Director of Corporate Governance, Reputations and Sustainability in Spain Ernst&Young.
Carlos Balado García, DDirector of Communication, Brand and Corporate Relations, Banco Popular. Representative of International Integrated Reporting Council (IIRC)

20.00-21.00 Concert: University of Navarra Choir and Orchestra

21.00-22.30 Cocktail in the Museum University of Navarra

DAY 3,
Friday
24 april 2015

Morning

9.15-9.30 Introduction

Elena Gutiérrez, Professor of the School of Communication, University of Navarra

9.30-10.00 Plenary Session

Communication departments as reputation drivers *Juan Manuel Mora*, Vice President of Communications, University of Navarra

10.15-11.45 Round Table

Best practices in university communication departments

Chair: Pedro Farias Battle, Vice President of Communications, Universidad de Málaga
Speakers: Mark Sudbury, Director of Communications, University College London (UCL)

Francisco Fernández-Beltrán, Director of Communications, Universidad Jaime I

11.45-12.15 Coffee break

12.15-13.15 Concurrent Workshops

1. Strategic approaches to communication

Speakers: Yago de la Cierva, Communications Consultant
Sebastián Cebrián, General Director, Spanish Association of Communication Managers (DIRCOM)

2. Communication cases and practices at Harvard University

Speakers: Paul Andrew, Associate Vice President of Public Affairs and Communications, Harvard University

3. Reputation, internationalization and networking

Speakers: Amaya Mendikoetxea, Vice President for International Relations, Universidad Autónoma de Madrid
Mercedes Esteban, Director, Educational and Social Studies Institute, European Foundation Society and Education (FESE)

13.30-14.00 Closing Plenary

Concepción Naval, Dean of the School of Education and Psychology, University of Navarra

14.00-15.00 Lunch

- I. REPUTATION IN THE UNIVERSITIES
- II. UNIVERSITY RANKINGS
- III. REPUTATION IN GENERAL
- IV. COMMUNICATION AND REPUTATION MANAGEMENT



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THE LARGEST UNIVERSITY COOPERATION NETWORK, UNDER THE PATRONAGE OF SANTANDER BANK

Uniersia is the largest Spanish and Portuguese speaking network of universities. It is made up of 1,290 partner universities from 23 Latin American countries, representing 16,8 million university teachers and students.



Conferencia de Rectores de las Universidades Españolas

SPANISH UNIVERSITIES PRESIDENTS' CONFERENCE (CRUE)

The CRUE is composed of 75 Spanish universities: 50 public and 25 private. It acts as a main interlocutor between the Central Government and the universities. The CRUE also plays a key role in all regulatory developments affecting Spanish Higher Education.



MANAGING THE REPUTATIONS OF THE WORLD'S LEADING UNIVERSITIES

A group of the best universities in the world, undertaking a research that enhances professional activity in and around reputation management, international relations and strategy. There are currently 41 members from 16 different countries.



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION*

INTERNATIONAL ASSOCIATION OF EDUCATIONAL INSTITUTIONS

The Council for Advancement and Support of Education is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. It counts with more than 3,000 members worldwide.



NEW THINK TANK FOR CORPORATE BRAND AND REPUTATION

A think tank to promote corporate brand and reputation management as a strategic driver for business excellence. Our Trustees (BBVA, La Caixa, Iberdrola, Repsol, Santander and Telefónica) represent 70% of the IBEX-35. This group of companies has more than 1 million employees in 80 countries.



Asociación de Directivos de Comunicación

COMMUNICATION MANAGERS ASSOCIATION

Dircom is a professional association encompassing over 800 communication managers from the most important Spanish companies and institutions, as well as the top managers of communication consultancies.



BRITISH COUNCIL

The British Council aims to create international opportunities for the people of the UK and other countries and builds trust between them worldwide through cultural relations. It has offices in more than 100 countries and territories and helps to connect millions of people with the UK.



A THINK TANK IN THE EDUCATIONAL FIELD

The European Foundation Society and Education creates spaces for reflection about contemporary and strategic issues in education. In the light of the research conducted by its analysts and collaborators, it aims to construct an open meeting point between administrations, the educative community, private companies and society.

REGIONAL AND LOCAL AUTHORITIES



GOVERNMENT OF NAVARRE



PAMPLONA CITY COUNCIL



THE MINISTRY OF EDUCATION, CULTURE AND SPORT