

# EUROBLOG 2008 BRUSSELS SYMPOSIUM March, 13-15 2008

*Social media and the future of PR:  
New ideas, new research, new business*

Thursday March 13

12.00am – 1.45pm	Registration
2.00pm – 2.30pm	Welcome note by John Van Tiggelen (Director, IHECS), Sue Wolstenholme (President Euprera) and Jere Sullivan (Executive Vice President Edelman Europe)

## Why does social media matter to public relations?

This opening session focuses on how new media is creating new paths and platforms for businesses and professionals to engage with the public.

Industry leaders, academics and experts discuss the changing media environment, how it is affecting business, academia and its implications for the future:

- What are the potential opportunities and risks for businesses in investing in new media?
- How can we measure it?
- What is the role of higher education in navigating these opportunities?

2.30pm- 4.00pm      Opening session & discussion  
Chair: Toni Muzi Falconi

- [Ansgar Zerfass](#) (*University of Leipzig, Germany*)
- [David Phillips](#) (*UK*)
- [David Weinberger](#) (*Fellow at Harvard Berkam Center*)
- [Frank Ovaitt](#) (*President and CEO of the Institute for Public Relations*)
- [Gilles Klein](#) (*Le Monde*)
- [Tim Macmahon](#) (*NY University*)
- [Wolfgang Luenenbuerger](#), (*Head of Social Media, Edelman Europe*)

In much of the 20th century public relations practice, necessarily constrained by the objective limitations of one-with-one and one-with-few relationships, has relied heavily on the principle of third party endorsement. The internet has vastly expanded the opportunity of direct relationships with influential publics; beyond providing an unprecedented communication or information tool, it has created a new environment for virtual relationships.

Recently, the advent of social media has added yet another unprecedented variable to the public relations profession: radically disrupting concepts of content control in communication and persuasive management of relationships that were held dear to 20<sup>th</sup> century professionals.

This session sets the tone for the rest of the Symposium by asking:  
“What next for the discipline of public relations?”



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4.00 – 4.30pm Coffee Break

## Teaching social media

How should academics approach teaching social media, in terms of course content and pedagogy?

4.30pm - 6.15pm      Second session & discussion  
Chair: Adela Rogojinaru (*University of Bucharest, Romania/Euprera*)

- Richard Bailey, Helena Makhotlova (*Leeds Metropolitan University, UK*): Teaching ms txt. A study of learning, literacy and mobile technology
- Thomas Pleil (*Hochschule Darmstadt, University of Applied Sciences, Germany*): Social Media in PR Education
- Kaja Tampere (*University of Jyväskylä, Finland*): Blogging as a teaching tool: a Finnish experience
- Erkan Saka (*Istanbul Bilgi University, Turkey*): Introducing New Media to new Public Relations Students

8.00pm                  Dinner

## Friday March 14

9.00 am                  Introduction by Sue Wolstenholme (President Euprera)

### Five years back, five years ahead!

9.15am -10.15am      Keynote by Philip Young (*University of Sunderland, UK/Euprera*)

Neville Hobson (*Researcher & blogger*), Steve Rubel (*Senior Vice-President, Edelman NY*) and David Weinberger (*Fellow at Harvard Berkam Center*).

## Social media in action

How can academic research lead and support the ways in which practitioners embrace social media?

10.15am -12.30pm Third session & discussion

Chair: Sven Hamrefors (*Mälardalen University, Sweden/Euprera*)

- Guido Keel, Winterthur (*University of Zurich, Switzerland*): Web 2.0 in Swiss organizations – Usage, Patterns and Corporate Culture
- Annette Nielsen (*The Aarhus School of Business, University of Aarhus, Denmark*): Co-constructing knowledge – the creation of knowledge through blog dialogue
- Karine Johannes (*Université Catholique de Louvain, Belgium*): Social media as opportunities for organisation-publics relationships: Theoretical perspectives and case study
- Roberto Zangrandi (*Head of CR, ENEL SpA, Italy*): Deliberative polling as an advanced tool to ensure stakeholder dialogue: the Enel ‘sustainability meter’.
- Liz Bridgen (*De Montfort University, UK*): How public relations practitioners acquire social media skills
- Alexander Richter (*Bundeswehr University Munich, Germany*), Alexander Warta (*Robert Bosch GmbH, Germany*): The media variety as barrier for the successful use of enterprise wikis in the case of the Robert Bosch GmbH

12.30pm – 2.00pm Lunch

2.00pm -3.30pm: Plenary papers & discussion

Chair: Gerard Valenduc (*Université Catholique de Louvain, Belgium*)

- Ansgar Zerfass (*Leipzig University, Germany*): Social Web, Interactive Communication and Open Innovation: Joining Forces to Contribute to the Bottom Line
- David Jennings (*UK, author of Net, Blogs and Rock’n’Roll*): Digital Discovery: How it Works and What it means for Consumers, Creators and Culture
- Martin Oetting (*European School of Management, Germany*): Empowered Involvement and Word of Mouth: an agenda for academic inquiry

3.30pm- 4.00pm Coffee break



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## Where we need to go and what we need to know to get there?

4.00pm – 5.30pm Interactive seminar:  
Chair: Marshall Manson (*Director of Digital Strategy, Edelman*)

Neville Hobson (*Researcher & blogger*), Ansgar Zerfass (*Leipzig University, Germany*), Kris Hoet (*Marketing Manager, Microsoft*), Chris Rushton (*Sunderland University, UK*), Philippe Borremans (*Managing Director, Blackline*) Thomas Pleil (*Hochschule Darmstadt, Germany*).

5.30 pm Closing note: David Phillips (*UK*)  
Evolutionary, Psychological and social drivers and why they are important to organisations

8.00 pm Dinner

### Saturday March 15

9.00am Introduction Sue Wolstenholme (*Euprera*)

## Ethics and Rules of Engagement in New Media

9.15am – 10.15am Fifth Session  
Chair: Rick Murray (*President me2 revolution, Edelman*)

This session explores rules of engagement and ethics for new media. Panelists discuss mistakes made by media outlets, corporations and other entities, as well as new standards and legal challenges brought about by new media

- Dan Luca (*PR Director EurActiv*): Political communication and public sphere
- Frank Ovaitt (*President and CEO of the Institute for Public Relations*)
- Philip Young (*University of Sunderland, UK*)
- Sue Wolstenholme (*President, Euprera*)

10.15am -11.45am Sixth Session  
Chair: Liz Bridgen (*De Montfort University, UK*)

What are the societal implications of social media (democracy, accountability, privacy)?

- Nicolas Baygert (*Université Catholique de Louvain, Belgium*): French politics at the digital age – Did social media really change the Presidential Campaign of 2007?
- Tina Brunauer (*SORA Institute for Social Research and Analysis, Austria*): Use of social software in political campaigning in Austria
- Giampaolo Azzoni (*Director Ethics Center University of Pavia, Italy*): How could social media operators reduce and monitor trash and how? Self or hetero-regulation: ethical, legal and social issues
- Derek Hodge (*University of Stirling, UK*): Application of circuit of culture model from cultural studies to online communities

12.00am -12.45pm **Panel: Lessons learned, Future Directions**

Toni Muzi Falconi, Ansgar Zerfass, Chris Rushton

Exploiting synergy: How can Theory and Practice work together?

12.45pm **Closing speech by Pierre de Villers & Jere Sullivan**

1.00pm Lunch

2.30pm- 5.00pm **Euprera General Assembly**

Sue Wolstenholme, Anne-Marie Cotton

**Vetting Committee:**

Philip Young, University of Sunderland, Great Britain; Ansgar Zerfass, University of Leipzig, Germany; Axel Gryspeerdt, Université Catholique de Louvain, Belgium; Pierre de Villers, IHECS, Haute Ecole Galilée, Belgium; Liz Bridgen, Leicester De Montfort University, Great Britain; Anne-Marie Cotton, EUPRERA Secretary General, Belgium

**Organising Committee:**

For Edelman: Jere Sullivan, Laura Deal and Toni Muzi Falconi

For Euprera: Anne-Marie Cotton, Philip Young and Ansgar Zerfass

For IHECS: Pierre de Villers and Valérie Lecouturier

For Université Catholique de Louvain: Axel Gryspeerdt and Karine Johannes



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