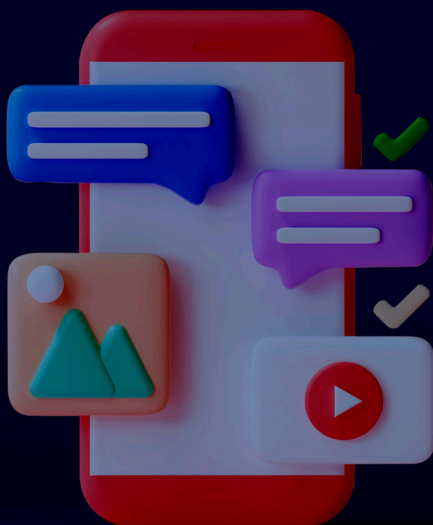




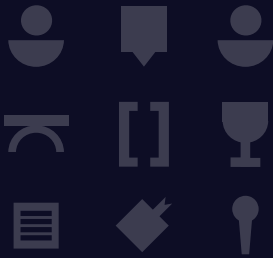
PORTO

COMMUNICATION

Higher Education Staff Week



13-17 June 2022
Porto - Portugal



PORTO

COMMUNICATION

Higher Education Staff Week



PROGRAMME



JUNE 12th (Sunday)

Restaurante Torreão

05:30 pm Welcome Drink

JUNE 13th (Monday)

09:30 am Registration - Main Entrance

10:00 am Presentation Session

11:30 am Coffee Break

01:00 pm Lunch on Campus

02:30 pm **Teresa Ruão and Sara Balonas**

"Bringing strategic communication to science: the flatten the curve case study"

04:00 pm Coffee Break

04:30 pm FEUP Campus Visit

JUNE 14th (Tuesday)

09:00 am **Ole Frank Nielsen**

"How a University uses Employee Advocacy and what to avoid"

11:00 am Coffee Break

11:15 am Workshop

01:30 pm Lunch at Café Piolho

03:30 pm Visit to the U.Porto Rectory

05:30 pm Visit Livraria Lello

07:30 pm WOW Wine Experience

08:30 pm Dinner Cais de Gaia

JUNE 15th (Wednesday)

Círculo Universitário - Campo Alegre

09:00 am **Elsa Lemos**

"Reputation Management: how to build trust and prevent crisis"

11:00 am Coffee Break

11:15 am **Andreia Pinho**

"Science communication through Instagram: an effective and trusted tool for the new generations"

01:15 pm Lunch Time

03:30 pm BioDiversity Museum + Botanical Garden Visit

05:00 pm Job Shadowing (i3S/UPTEC/ Ciimar)

07:30 pm Dinner Praia da Luz

JUNE 16th (Thursday)

National Holiday - Douro River program

JUNE 17th (Friday)

09:30 am **Joana Lobo Antunes and Sílvia Mendes**

"The role of Universities in Science Communication"

11:00 am Coffee Break

11:30 am Final Considerations

12:00 am Lunch Time

01:00 pm Farewell



SPEAKERS





OLE FRANK NIELSEN

Ole Frank Nielsen is an expert in Higher Education communication - especially through social media. He has developed (are currently managing) the SoMe-channels of Aarhus University - second largest University in Denmark. He has worked with SoMe channels since 2010 and is an energetic networker with other universities, and has founded the Social Media Managers at Uni Facebook-group with nearly 500 members from Finland in the Northeast to Portugal in the Southwest. Ole's mantra is to work smarter - in the sense that it is important to use the profiles of students and scientists as brand ambassadors.



TERESA RUÃO

Professor at the Department of Communication Sciences at the University of Minho, since 1995. Researcher at the Center for Studies in Communication and Society, since its foundation in 2001. PhD in Communication Sciences, in 2008. She is currently Pro-Rector for Institutional Communication at Minho's University. She was Vice-President and President of the Pedagogical Council of the Institute of Social Sciences of the University of Minho, between 2009 and 2019. She was Deputy Director of the Center for Studies in Communication and Society, between 2019 and 2021. She is an evaluator of the Portuguese Foundation for Science and Technology, since 2017, and the National Accreditation Agency, since 2019. She teaches and researches in the areas of Organizational and Strategic Communication, Brands and Public Relations.



SARA BALONAS

Assistant professor at the Institute of Social Sciences of the University of Minho and researcher at the Research Center in Communication and Society (CECS). PhD in Communication Sciences - Advertising in the Social Sphere. She teaches Strategic Communication, Branding, Advertising and Creativity. The research work is focused on the reconfiguration of advertising, its role in society beyond consumption and as a contribution to a better practice of citizenship.

Deputy Director of the Degree in Communication Sciences (University of Minho).
Founder and CEO of B+ Comunicação, an advertising company created in 2002.
Founder of Be True - Program for sustainability and social responsibility (2010). She works voluntarily as a member of the board of Associação Bagos d' Outro (since 2010) and All4 Integrity (created in 2021). She was a member of the board of ADDICT-agency for the creative industries. She was an entrepreneurship ambassador appointed by the European Commission (2010-2013).



ELSA LEMOS

Crisis Communication Specialist with 18 years of experience. Her purpose is to create and train for a culture of crisis communication in Portugal. She prepares people and organizations, from public, private and non-profit entities to communicate in crisis situations. Among its clients are sectors such as finance and critical infrastructure. She has a master's degree in Information Warfare, from the Military Academy, and a degree in Communication Sciences, from Universidade Lusófona. She is a Crisis Management Auditor by the National Defense Institute and has the International Certification in DISC Analysis by Power Coaching.

At University level, Elsa is a professor in the chair of Media and Public Opinion at the Military Academy (PT) and is an assiduous presence in the Introduction to Social Communication Course (CICS), at the Military University Institute (IUM), in the Joint General Staff Course (CEMC) and the Promotion to General Officer Course (CPOG). She also participated in the Course in Peace Operations and Humanitarian Aid (OPAH), of the IGC / Human Rights Center of the Faculty of Law of Coimbra.

www.elsalemos.com



SÍLVIO MENDES

Social Media Manager and Science Communicator at Técnico Lisboa. Founding member of Associação SciCom.Pt, a Portuguese network of science communicators, for several times in the organization committee and scientific committee of the SciCom.PT Annual Congress.

Previous Experience: Institutional and Science Communication at Faculdade de Ciências da Universidade de Lisboa, Associação Viver a Ciência, Comunicar Ciência and Sociedade das Ciências Médicas.

Degree in Social Communication and a Master in Science Communication.



JOANA LOBO ANTUNES

Head of Communication at Técnico Lisboa. Lecturer in Science Communication and Social Media for Scientists at FCSH NOVA and Universidade Nova de Lisboa Doctoral School. Coordinator of science radio show 90 Segundos de Ciência. Founder and current President of Portuguese Science Communicators Network SciComPT.



ANDREIA PINHO

Andreia's scientific journey started with a Biochemistry degree from Porto's University which was concluded with an internship at Instituto de Investigação e Inovação em Saúde (i3S, i3s.up.pt). Then she went to an applied Health Sciences master's degree, in Minho University (ICVS, icvs.uminho.pt) where she did a thesis on neuroscience domain. She is now doing a PhD on neuroimmunology in which she is looking into immune response associated to spinal cord injury.

Meanwhile, Andreia science communication journey began on @sciencewave__ instagram page where she tries to simplify and demystify science related facts. Thus, going from scientific concepts to scientist lifestyle this wave intends to improve scientific knowledge and inspire future generations. Andreia has been associated to several science communication projects as organizational member, journal writer, radio interviewee or being panelist on seminars and workshops for university students.



SOCIAL PROGRAMME



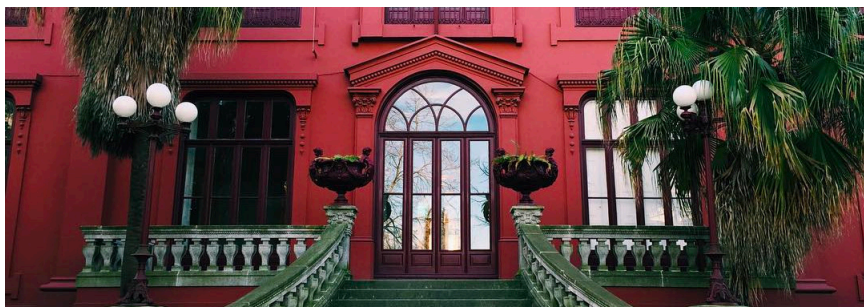
RECTORY BUILDING OF THE UNIVERSITY OF PORTO

Standing on the old Monte do Olival grove in Gomes Teixeira Square, the building that now houses the Rectorate of the University of Porto was built on the foundations of the College of Orphaned Boys and the Church of Our Lady of Grace (XVII century). Currently, and in addition to the Rectorate services, here are domiciled the Old Library Fund, the Natural History and Science Museum. More recently, the building houses the U.Porto Shop and the Art Gallery (Galeria dos Leões).



BIODIVERSITY GALLERY AND BOTANICAL GARDEN

Located in one of the most emblematic places in Porto - the Botanical Garden, which with it integrates the second pole of the MHNC-UP (Natural History and Science Museum of the University of Porto), the Biodiversity Gallery is the first Ciência Viva Centre specifically dedicated to biodiversity. A space where art intersects with biology and natural history, stimulating a panoply of sensory experiences, purposefully and carefully designed to celebrate the diversity of life, the Biodiversity Gallery is the world's first museum space created from scratch according to the philosophy of total museology.



LIVRARIA LELLO

Livraria Lello has been a bookstore very much of its times ever since 1906, carrying within it over a century of history and stories, imbued into its architectural surroundings and also into the bookish knowledge that shape the experiences of those who visit and those who read. One of the oldest Portuguese bookstores, Livraria Lello is an emblematic place in the city of Porto, a must-see for anyone passing through. Although it is a hundred years old, it continues to live in perfect harmony with its time, being more alive, more lively and more dynamic than ever. Keeping books at the centre of all its activities, it uses them to host and promote a rich cultural programme, which includes various events, artistic installations, and temporary and permanent exhibitions.



WOW - WORLD OF WINE

In centuries old Port wine cellars in Vila Nova de Gaia, Porto, WOW pays homage to the region and shines a light on the most important Portuguese industries and traditions. But WOW is more than museums, it is an entire district full of new and exciting things to do, explore, and learn. Seven museum experiences, twelve restaurants, shops, a temporary exhibition space, an events space and a wine school.



UPTEC

UPTEC - Science and Technology Park of the University of Porto is a pioneering structure in the context of higher education in Portugal, which musters a wide range of startups and private R&D centres around the University of Porto. UPTEC supports the creation and development of business projects in the arts, sciences and technologies, through sharing knowledge between the university and the market. Since its inception, in 2007, UPTEC has supported the development of more than 600 business projects notable for their high degree of innovation, technological intensity, expertise and potential for internationalisation.



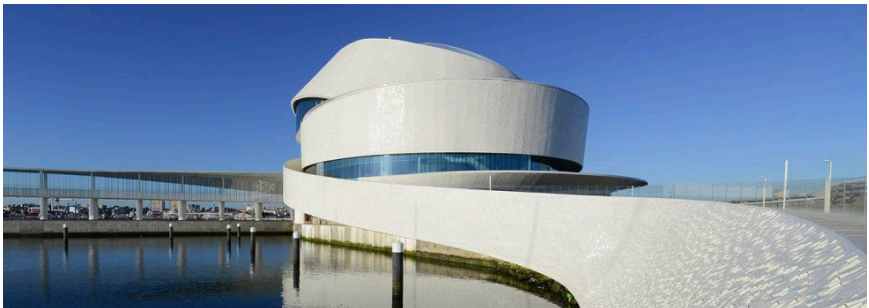
I3S

Health Research in a single and solid institution could be a definition for i3S, but the Institute for Research and Innovation in Health is so much more. The will of three research institutes - IBMC, INEB and IPATIMUP - to build a better future gave rise to a new building housing a new institution driven to face and overcome the most relevant health challenges society faces today such as: aging, infectious diseases, cancer, regenerative medicine and neurodegenerative diseases.



CIIMAR

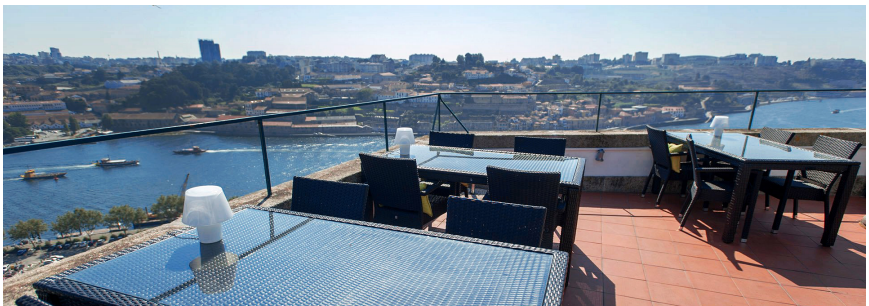
CIIMAR - Interdisciplinary Centre of Marine and Environmental Research is a leading research and advanced training institution of the University of Porto, working at the frontier of Ocean Knowledge and Innovation. CIIMAR fosters an integrated approach to Ocean and coastal areas promoting the understanding and knowledge of Biological, Physical and Chemical dynamics of these environments and the impact of natural and human activities, aiming to unravel the links between these processes, grasp Ocean and ecosystems functioning and responses to Global Changes.



TORREÃO RESTAURANT

Situated inside a 14th century cubicle of the Fernandina Wall, this small restaurant has two rooms that hold 32 people, located on the 1st floor of the tower.

Above these, there is an imposing terrace with a 270° view that reaches the Ponte do Infante, the Arrábida Bridge and Passeio das Virtudes, where it is possible to have your meals when weather conditions allow.





MAPS



PORTO MAP

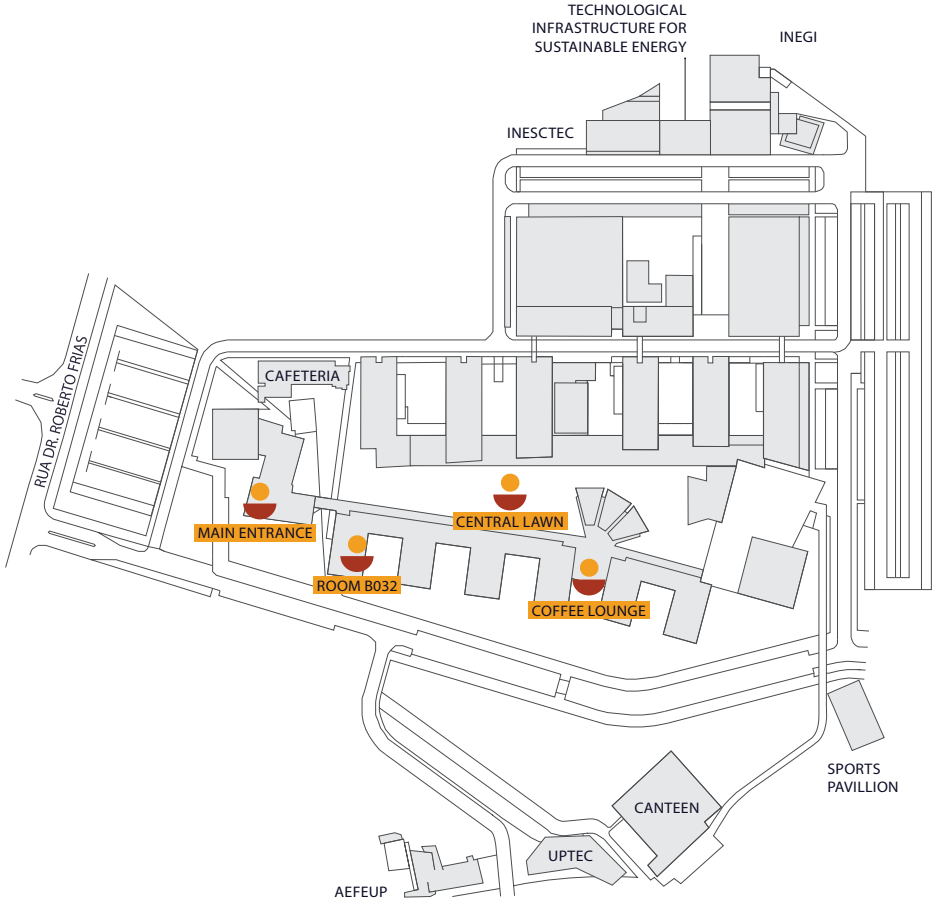


PORTO

COMMUNICATION
Agência de Comunicação



FEUP CAMPUS MAP



HOW TO GET TO FEUP

BY METRO

FEUP is served by three Metro stations on line D (yellow) in zone C6.

Line D (yellow) connects the University Campus station Polo Universitário to Gaia City Hall in about 15 minutes, via Trindade, where it connects to line A (blue), line B (red) and line C (green). Leaving the Polo Universitário station, you should turn left into Rua Dr. Manuel Pereira da Silva and then, after passing Paranhos cemetery, turn left into Rua Dr. Roberto Frias.

Go straight on and you will find FEUP on your right.

Leaving the IPO station, you should go on down to the end of Rua Dr. Plácido da Costa and cross Rua Dr. Roberto Frias. You will then be in front of FEUP.

Leaving the Hospital de São João station, follow the Circunvalação ring road until you come to the junction with Rua Dr. Roberto Frias. Go down that road until the junction with Rua Dr. Plácido da Costa. FEUP will now be on your left.

More informations - [Porto Metro Network Map \(PDF Format\)](#)

BY BUS

There are 4 bus lines in the Faculty's zone: 204, 300, 301 and 803.

There are other STCP bus lines from Hospital de S. João, as well as regular bus routes to other cities.

In order to choose the best bus routes for your needs, visit the website: www.stcp.pt

BY PLANE (Sá Carneiro Airport)

The quickest way of getting to FEUP from the airport (if you do not have transport waiting for you or do not intend to catch a taxi) is to take Metro Line E (purple) into Porto. You will need to change at Trindade station and take Line D (yellow). Then follow the directions given in the option "By Metro".

NOTES

