

# **Programme - Thursday, May 8**

#### 9.00-10.30

# That's not a campaign, that is greenwashing! Exploring backlash against CSR communication

#### Alina Arti

University of Jyväskylä, Finland

# Intercultural Communication as the Theory of the Modern Paradigm of Foreign Language Education

#### **Madeniyet Akhmetova**

Kazakh Ablai Khan University of International Relations and World Languages, Kazakhstan

# Digital cultural participation, cultural policies, and social inequalities in Europe

#### **Tally Katz-Gerro**

University of Haifa, Israel

## The best way to reach your audience: go where they are

### Rafael Vega Jimenez

Centro Universitario EUSA, Spain

#### 10.30-12.00

# Digital leadership, media and power in the digital age

### **Rainer Zeichhardt**

BSP Business & Law School, Germany

## **Visual Language in Crisis Communication**

### Han de Looper

The Hague University of Applied Sciences, The Netherlands

### Trust, Truth, and Translation: Rebuilding Human Relations and Collectivity in a Digital World

### **Asma Abbas**

Bard College and Al Akhawayn University, USA and Morocco

# **Visual Branding and Emotional Responses: Introducing the VERT Test**

### **Daniel Hilleberg**

Zealand (Sjællands Erhvervsakademi), Denmark

## **Service Logic: the Key to Strategic Listening**

### Mats Heide

Lund University, Department of Communication, Sweden

# How can media engage younger audiences with news through AR and immersive content?

## **Ingmar Proot**

Howest University of Applied Sciences, Belgium

#### 12.00-13.30

# Cultural Intelligence: Effective Communication in a Diverse World

#### Zeynep Aksoy

Izmir University of Economics, Türkiye

# The semantic value of the Constantinian Malouf: The song of "El Bougi" as a model

#### Zéhira Karoui and Hamza Bouketir

University Constantine 1 Mentouri Brothers, Algeria

# The Intelligent Pitch: (Ethically) Using AI to Create Powerful PR and Marketing Pitches

#### **Chaseten Remillard**

Royal Roads University, Canada

# Understanding Motivation and How to Inspire Others in the Workplace

#### Karen Leys

Thomas More University, Belgium

#### Innovation and entrepreneurship

#### **Robrecht Van Goolen**

UC Leuven-Limburg, Belgium

#### 13.30-15.00

### Creativity in PR: what does it mean, how to be creative and why the use of artificial intelligence needs a creative mind

### **Rudiger Theilmann**

Leeds Beckett University, UK

# How to protect your brand reputation during a crisis

### **Diederik Brink**

BSP Business & Law School, The Netherlands

# Innovative Learning: Shaping the Future of Marketing and Communication through Challenge-Based Education

### **Susanan Santos**

IPAM - Porto, Portugal

# Storytelling as a Strategic Tool in Corporate Communication

## Mette Gro Sejersen

Zealand (Sjællands Erhvervsakademi), Denmark

### How to Think and Communicate Like an Interculturally Competent Person in Today's World

## Lu Yi Xiao Nilsson

Lund University, Sweden

#### 15.00-16.30

# Understanding cultural differences in intercultural communication

#### **Nedka Dimitrova**

Varna University of Management, Bulgaria

# Social marketing: How to make more effective communication to change people's behaviors for better

#### **Heini Taiminen**

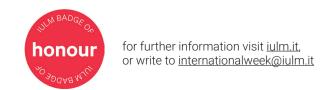
University of Jyväskylä, Finland

# **Cultural Intelligence: Understanding Trompenaars' Theory**

#### Pieter de Vos

The Hague University of Applied Sciences (THUAS), The Netherlands





# **Programme - Friday, May 9**

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