

# Navigating the complexities of communication in higher education

November 17-21, 2025

Universität Innsbruck International Staff Week, Austria

In today's dynamic higher education landscape, effective communication is more critical than ever. Universities face the ongoing challenge of conveying complex information clearly and engaging with diverse audiences, including students, faculty, administrative staff, alumni, but also between partner universities, within network structures or with societal stakeholders. Moreover, the rise of social media and AI have added new layers of complexity to the communication landscape.

This staff week is highly interactive and designed for a diverse audience ranging from academics to administrative staff, who are eager to enhance their communication strategies and navigate the complexities of our field. Through collaborative learning and knowledge sharing, this program will offer opportunities to gain valuable insights from your peers and explore diverse communication practices within the higher education community.

## Key themes

- **Communication in challenging environments:** Addressing the unique communication needs within complex structures like European Universities and fostering effective university-citizen dialogues.
- **Social media engagement:** Exploring the evolving role of social media in higher education, including strategies for effective communication, crisis management, and community building.
- **Internal communication:** Examining best practices for fostering transparent and engaging communication within the university community, including faculty, staff, and students.

## Approach

- Input from (academic) experts from the field
- Sharing practical experiences
- Cultural & Social Events

## Why participate?

- **Gain valuable insights:** Learn from the experiences of your peers, discovering practical solutions and innovative approaches to communication challenges.
- **Enhance your skills:** Develop your communication toolkit through interactive workshops, case study discussions, and peer-to-peer learning.
- **Expand your network:** Connect with colleagues from across the university and beyond, building relationships that can foster future collaborations.
- **Contribute to the community:** Share your own experiences and expertise, contributing to a collective knowledge base that benefits the entire higher education community.

## Target Group:

This program is designed for administrative and academic staff involved in communication within higher education institutions. It is particularly relevant for professionals responsible for internal and external communication. Additionally, faculty members, university leaders, and administrative staff

engaged in public engagement, student outreach, or strategic communication will benefit from the exchange of best practices and innovative approaches

**Staff Week Contribution: EUR 200,-**

(for lunch, coffee breaks and social dinners as indicated in the program)

**Selection Procedure and Funding Arrangements:**

The Call for Application will be open until **31.05.2025**. Results on selection will be communicated within four weeks after the deadline, including details for fee payment and further logistical information.

Participants will need to take care of their own travel and accommodation arrangements (including funding). Please note that Erasmus+ Staff Mobility funding might be possible - contact your International Office if you need any further help.

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