

SEPTEMBER 26th, THURSDAY

9.00 Welcoming

I. PURPOSE, GOVERNANCE, PEOPLE AND COMMUNICATION

Purpose and governance

9.10 Speaker 1 **Alfonso Sánchez Tabernero** (Former President of the Universidad de Navarra and professor of Media Business, Spain)

9.30 Speaker 2 **Cristina Errazuriz** (Vice-Rectora de Comunicaciones, Universidad de Los Andes, Chile)

9.50 Discussion: discussion guide 3 **Fernanda Llargo** (Rectora de la Universidad Panamericana, México)

10.50 Break

Corporate purpose and personal purpose

11.10 Speaker 4 **María José Murcia** (Professor at IAE Business School, Universidad Austral, Argentina).

11.30 Speaker 5 **Carlos Rey** (Associate Professor of Economics and Business Organization Universitat Internacional de Catalunya, Spain).

11.50 Discussion: discussion guide 6 **Jose María La Porte** (Professor of Institutional Communication, Santa Croce University, Italy)

13.00 Lunch

Purpose and Reputation: creating and communicating a tailored dress of quality beyond the pressure of rankings

15.00 Speaker 7 **Martí Parellada** (Professor Emeritus in the University of Barcelona and advisor of the CYD Foundation, Spain)

15.20 Speaker 8 **Santiago Fernández-Gubieda** (Director of the Center for University Governance and Reputation, University of Navarra, Spain)

15.40 Discussion: discussion guide 9 **Leonardo Franchi** (Professor of Catholic Education, Notre Dame Australia University, Australia)

16.40 Break

17.00 Conclusions and Briefing for the next day

SEPTEMBER 27th, FRIDAY

II. PURPOSE, RESEARCH, TEACHING AND THIRD MISSION

Purpose and research

9.10 Speaker 10 **Andrea Maccarini** (Professor of Sociology of Cultural and Communicative Processes, chair of the Master's Degree Program in Innovation and Social Service in the University of Padua, Italy)

9.30 Speaker 11 **Lorenzo Cantoni** (Professor at Faculty of Communication, Culture and Society and Director of the Institute of Digital Technologies for Communication, Università della Svizzera italiana, Switzerland)

9.50 Discussion: discussion guide 12 *Marya Svetlana Camacho* (Vice President for Faculty Affairs, College of Arts and Sciences, University of Asia and the Pacific, Philippines)

10.50 Break

Purpose and intellectual guide of students.

11.20 Speaker 13 *Karen Bohlin* (Research Affiliate to the Human Flourishing Program at Harvard's Institute for Quantitative Social Science, USA)

11.40 Speaker 14 *James Arthur* (Professor Emeritus in the University of Birmingham and Faculty Affiliate at Harvard University, USA)

12.00 Discussion: discussion guide 15 *Timothy O'Malley* (Director of Education at McGrath Institute for Church Life and Academic Director, Notre Dame Center for Liturgy, Notre Dame University, USA)

13.00 Lunch

15.00 Purpose, identity and third mission

15.00 Speaker 16 *Giovanni Marseguerra* (Pro-Rettore al Coordinamento dell'Offerta formativa dell'Ateneo, Università Cattolica Sacro Cuore, Milan, Italy)

15.20 Speaker 17 Professor *Julian Skyrme* (Director of Social Responsibility, University of Manchester, UK)

15.40 Discussion: discussion guide 18 *Magdalena Gaete* (Senior Researcher Fellow of the Laboratory for Reputation Management in Education, HSE Campus in St. Petersburg, Russia)

16.40 Break

17.00 Conclusions