



Universidad
Pontificia
de Salamanca



INTERNATIONAL CONGRESS



Internal Communication in Catholic and
Pontifical Institutions: limits and challenges

12 to 14 November 2025 / Pontifical University of Salamanca

Internal Communication in Catholic and Pontifical Institutions: limits and challenges

An international space for reflection and dialogue on the challenges and opportunities of internal communication in Catholic and pontifical institutions, from a human, strategic and evangelizing perspective

NOV 12 • Aula Magna

WELCOME AND OPENING DAY

17:00 h Reception and collection of material

17:45 h **Words of Welcome and presentation of the congress**

Prof. Santiago García-Jalón de la Lama, *Rector Magnif. of the Pontifical University of Salamanca*

Mr. Loïc Roche, *head of Communication and Strategy and head of the Training Department International Federation of Catholic Universities*

18:15 h Opening conference

Internal Communication and Organizational Governance

Dr. Juan Manuel Mora, *vice rector of the Pontifical University of the Holy Cross - Italy*

19:15 h **Welcome cocktail (Barroc Cloister)**

20:30 h End of the day

NOV 13 • Aula de Grados

8:30 h Eucharist. Chapel

9:30 h Conference

Internal communication in universities

Ms. Marta Yuste, *director of Communication of the Catholic University of Ávila - Spain*

Introducer: Dr. Noa María Carballa, *head of the Rector's Office and deputy director of Communication of the Pontifical University of Salamanca - Spain*

10:30 h Round Table 1

The profile of the student body as a determining element in the internal communication strategy

Ms. Patricia Sáinz de Robredo, *head of Communications, University of Navarra - Spain*

Dr. Ángel Losada, *professor at the Faculty of Communication, Pontifical University of Salamanca - Spain*

Mr. Yannick Urbanski, *director of Communications & Operational Marketing at the Catholic University of Lille - France*

Moderator: Dr. Michaela Moldová Chovancová, *Erasmus + Institutional coordinator, Catholic University of Ružomberok - Slovakia*

11:30 h **Break/Coffee**

12:15 h Open discussion

The legal framework affecting internal communication in university institutions

Mr. Bernward Robrecht, *chancellor, Catholic University of Applied Sciences of North Rhine-Westphalia - Germany*

13:15 h **Lunch**

15:00 h Conference

Governance models in universities: do they hinder or facilitate internal and centralised communication?

Dr. Carlo Gallucci, *Vice Rector of the Universitat Ramon Llull, Barcelona – Spain, and board member of FUCE and FIUC*

15:45 h Panel

Sharing experiences on the main internal communication channels (email, newsletter, social networks, App, etc.)

Ms. Verena Behr, *head of Press and Public Relations, University of Applied sciences of North Rhine-Westphalia - Germany*

Dr. Giovanni Tridente, *director of Communication of the Pontifical University of the Holy Cross - Italy*

Ms. Débora García, *director of Communication of the Pontifical University of Salamanca - Spain*

17:15 h Conference

Plain Language & User Experience Design in Internal Communication: when everyone finds and understands what they need

Dr. Juan Ramón Martín, *professor at the Faculty of Communication, Pontifical University of Salamanca - Spain*

- 18:00 h *Break/Coffee*
- 18:30 h **Cultural visit to the University, Scala Coeli and Vita Ignatii**
- 20:00 h **Free evening**

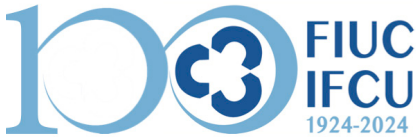
NOV 14 • *Aula de Grados*

- 09:00 h **Conference**
AI in internal communication
Dr. Giovanni Tridente, director of Communication of the Pontifical University of the Holy Cross - Italy
- 10:00 h **Round Table 2**
Use of AI tools in internal communication
Dr. Fernando Galindo, dean of the Faculty of Communication Pontifical University of Salamanca and expert in AI - Spain
Ms. Leticia Arráez, researcher in institutional communication Pontifical University of the Holy Cross - Italy
Mr. Marvin Hackfort, head of the Digital Learning and Services Center, Catholic, University of Applied Sciences of North Rhine-Westphalia - Germany
Moderator: Dr. Suzana Obrovac Lipar, head of Public Relations, Catholic University of Croatia
- 11:30 h *Break/Coffee*
- 12:15 h **Closing ceremony**
Internal communication by the communication Expert
Mr. José Gabriel Vera, director of the Press Office of the Spanish Episcopal Conference

Congress organizers



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Partners





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