



Universidad
Pontificia
de Salamanca



INTERNATIONAL CONGRESS



Internal Communication in Catholic and
Pontifical Institutions: limits and challenges

12 to 14 November 2025 / 20:00 h / Pontifical University of Salamanca

DURATION OF THE CONGRESS

The proposal comprises an afternoon reception and welcome, a full day of conferences, round tables and practical experiences and a morning with a final conference, a round table and closing.

NOV 12

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 of the Pontifical University of Salamanca*

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, Rome - Italy*

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

20:30 h End of the day

NOV 13

8:30 h Eucharist. Chapel

9:30 h Conference

Internal communication in universities

Marta Yuste, *Director of Communication of the Catholic University of Ávila*

Introducer: Dr. Noa María Carballa, *Head of the Rector's Office and Deputy Director of Communication of the Pontifical University of Salamanca*

10:30 h **Round Table 1**

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

Dr. Ángel Losada, *Professor at the Faculty of Communication, Pontifical University of Salamanca*

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 Ruzemberok - Slovakia*

11:30 h **Break/Coffee**

12:15 h Open discussion with a legal advisor.

The legal framework affecting internal communication in university institutions

Bernward Robrecht, *Chancellor, Catholic University of Applied Sciences of North Rhine-Westphalia, Cologne - Germany*

13:15 h **Lunch**

15:30 h Conference

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

Dr. Carlo Gallucci, *Vice Rector, Universitat Ramon Llull, Barcelona – Spain*

16:15 h Panel

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

Verena Behr, *Head of Press and Public Relations, University of Applied Sciences of North Rhine-Westphalia*

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

Débora García, *Director of Communication of the Pontifical University of Salamanca*

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

09:00 h Conference

AI in internal communication

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

10:00 h Roundtable 1

Use of AI tools in internal communication

Dr. Fernando Galindo, *Dean of the Faculty of Communication (UPSA) and expert in AI*

Leticia Arráez, *researcher in institutional communication (PUSC)*

Marvin Hackfort, *Head of the Digital Learning and Services Center, Catholic, University of Applied Sciences of North Rhine-Westphalia*

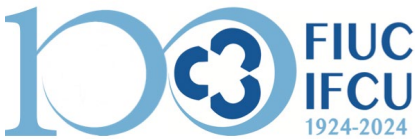
Moderator: Dr. Suzana Obrovac Lipar, *Head of Public Relations, Catholic University of Croatia*

11:30 h **Break/Coffee**

12:15 h **Closing ceremony**

Dr. José Gabriel Vera, *Director of the Press Office of the Spanish Episcopal Conference*

Congress organizers



Partners





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