



EuroBlog International Research Symposium 2007

**Social Software: a Revolution for Communication?  
Implications and Challenges for Public Relations,  
Journalism and Marketing**

Organised by EUPRERA,  
the European Public Relations Research and Education Association  
in cooperation with Arteveldehogeschool

Ghent, Belgium, March 16-17th, 2007

**Programme**

Welcome to the second international symposium that explores the challenges and chances of truly interactive technologies characterizing the "Google world" for communication management. More than twenty researchers and communication practitioners from nine countries are ready to share their concepts and experiences with you.

**Thursday, March 15<sup>th</sup>**

19.30h Informal welcome

Brasserie Keizershof, Vrijdagmarkt 47

**Friday, March 16<sup>th</sup>**

EuroBlog International Research Symposium

Nemrodzaal (1<sup>st</sup> floor), Goudstraat 37

Chair (Friday): Serge Cornelus, Philip Young

08.30h Coffee

09.15h Opening

Johan Veeckman, Director Arteveldehogeschool, Ghent, Belgium  
Anne-Marie Cotton, Secretary General Euprera & Arteveldehogeschool, Ghent, Belgium

09.45h Theoretical foundation

*The Social Web - Challenges for Communication Management*  
Ansgar Zerfass, University of Leipzig, Germany

*Social software, Consumer Insight and Marketing Strategies*  
Peter Mechant, Ghent University, Belgium

11.00h Coffee break

11.15h Business Strategies and Case Studies

*Approaches of Companies in Germany to the Social Web -  
Three Case Studies*

Thomas Pleil & Daniel Koempel, Darmstadt University of Applied  
Sciences, Germany

*The Business Value of Blogging*

Marieka van Zuien & Mark van der Wolf, Lewis Benelux, Eindhoven,  
The Netherlands

12.45h Lunch

A light lunch will be served on site (ground floor).

14.00h Social Software and Consumer Strategies

*The "My Story" Phenomenon: Can Companies Maintain Control in a Consumer  
Mediated Cyberspace?*

Angela Carroll & Tony Aldred, Leeds Metropolitan University, United Kingdom

*Empowered Involvement, Word of Mouth and Advocacy of Brands -  
A Theoretical Framework and Case Studies*

Martin Oetting, ESCP-EAP European School of Management, TRND, Berlin,  
Germany

15.30h Coffee break

15.45h Empirical insights

*Euroblog 2007: European Perspectives on Social Software in Communication  
Management - Results and Implications*

Swaran Sandhu, University of Lucerne, Switzerland

*The Convergence of Mainstream and Consumer Generated Media: Results of a  
Journalism Audit and Implications for Communication Management*

Nigel Middlemiss, Echo Research, London, United Kingdom

17.15h Coffee break

17.30h Evening Keynote

*Communication Management in Virtual Worlds: The Next Challenge*

Neville Hobson, Communication Consultant and Co-Founder of crayon, United  
Kingdom

18.30h End of Friday sessions

19.15h City walk

Meeting point: lobby of Hotel Gravensteen. A brief and brisk guided walk  
through some of the oldest parts of the city - the perfect appetizer for  
dinner afterwards.

20.00h Dinner

Restaurant 't Klokhuis, Corduaniersstraat 65

**Saturday, March 17<sup>th</sup>**

Euroblog International Research Symposium, 2nd day

Nemrod Hall (1st floor), Goudstraat 35

Chair (Saturday): Swaran Sandhu

08.30h Coffee

09.00h Special Session: Weblogs within the Communication Branch

*Beppe Grillo, One Year in the Life of an Italian Blogger*  
Giovanni Navarria, CSD, University of Westminster, London, UK / Italy

*Using Marketing Blogs for Agenda Setting and Business Development -  
An Experience from Lithuania*  
Giedrius Ciupaila, Marketing Communications Consultant, Vilnius, Lithuania

09.45h Impacts for Internal Communication and Organisational Identity

*Electronic Communications within European Companies and Organisations:  
New Levers to Track and Facilitate Culture*  
Frank Hein, Communication Consultant, IABC Europe, Berlin, Germany

*Bloggng, Professional Identity and the Sense of Belonging:  
The Case of the Public Transport Company of Brussels (S.T.I.B.)*  
Karine Johannes, Université Catholique de Louvain, Belgium

11.15h Coffee break

11.30h Future Perspectives

*New Ways to Communicate? Theoretical Perspectives on the Use of Social  
Software in Public Relations and Marketing*  
Philip Young, University of Sunderland, United Kingdom

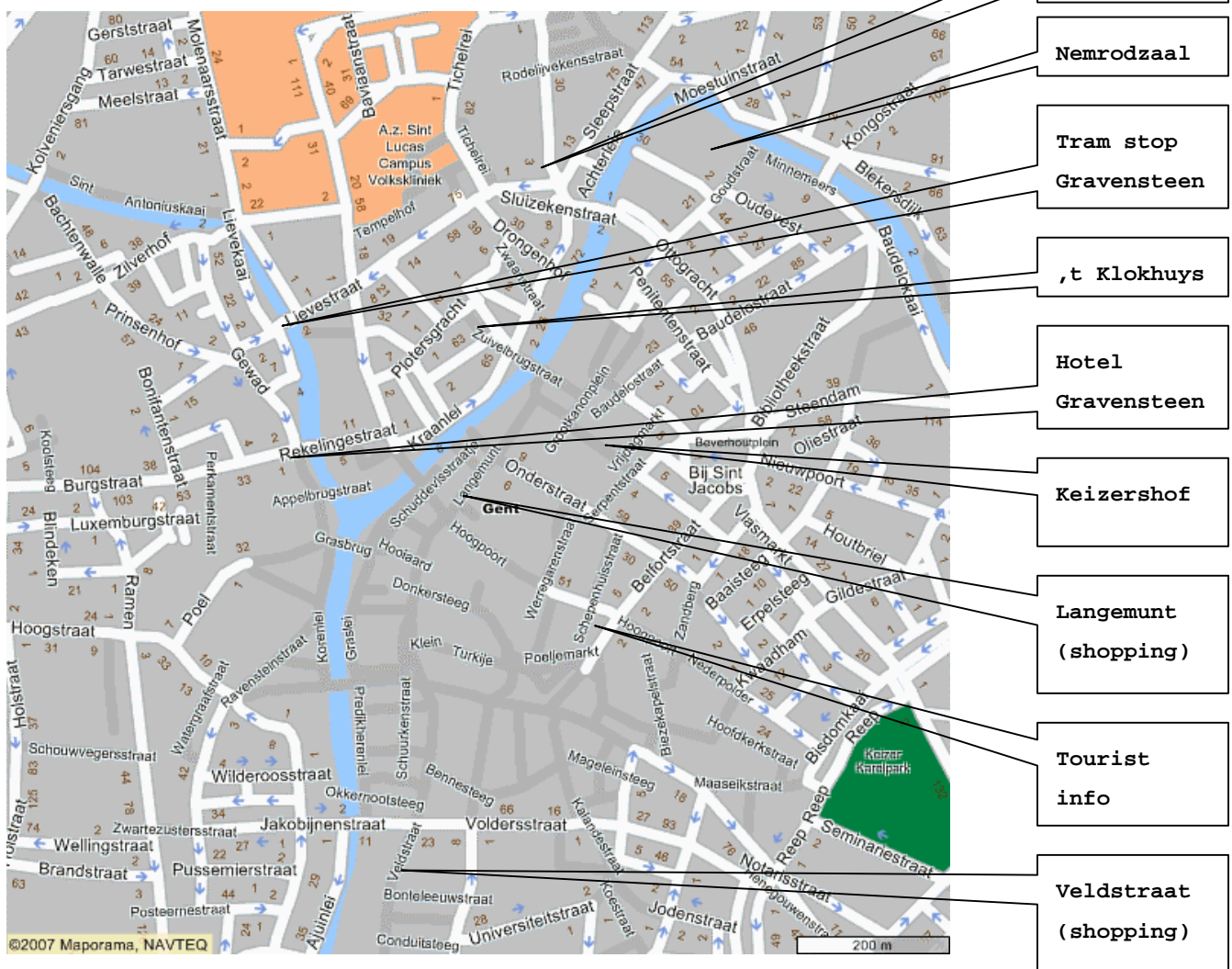
*Strategies for Integrating Social Software in Communication Management*  
Roundtable discussion with:  
Inger Jensen, President Euprera, Roskilde University, Denmark  
Philippe Borremans, IBM Global New Media Team, Brussels, Belgium  
Alain Heurreux, President IAB Europe, Brussels, Belgium  
Guillaume Du Gardier, Edelman PR, Paris, France  
Jon White (chair), Communication Consultant, London, United Kingdom

13.30h Lunch

A light lunch will be served on site (ground floor), after which we will  
already be looking forward to welcoming you at the next EuroBlog  
Symposium...

14.30h Euprera General Assembly (for Board and Executive members Euprera only)  
(Nemrodzaal, break-out room - until 17.00h)

## Locations and directions



### Symposium (Friday/Saturday)

#### **Nemrodzaal, Goudstraat 35**

A relic from the Industrial Revolution, the **Nemrodzaal** (Nemrod hall) used to be a palazzo within the walls of a sugar refinery along the borders of the river Lys. After 1850 it was used by the Nemrod Archers' Association as a venue for both practice and festivities. The most recent renovation dates from 2001. Today, the Nemrodzaal is part of the Arteveldehogeschool. For delegates or speakers coming by car: there is a car parking on site.

### Informal welcome (Thursday)

#### **Brasserie Keizershof, Vrijdagmarkt 47**

Facing the statue of Jacob of Artevelde, brasserie **Keizershof** is a charming, no-nonsense brasserie at one of the oldest squares of Ghent. The brasserie offers a simple but varied selection of dishes and drinks. It is also located at walking distance from Hotel Gravensteen (viz. hotel suggestion). Ideal to get started.

([www.keizershof.net](http://www.keizershof.net))

### Dinner (Friday)

#### **Restaurant 't Klokhuis, Corduaniersstraat 65**

All delegates and speakers are kindly invited for dinner at **'t Klokhuis**, well-known in Ghent for its honest and fine Belgo-French cuisine. 't Klokhuis is located in Patershol. This quarter, close to the Castle of the Counts, is characterised by its well-conserved medieval structure as appears from the street pattern and the small scale building development. It is also renowned for its excellent restaurants, 't Klokhuis being one of them. (not included in symposium fee)

### Hotel suggestion

#### **Hotel Gravensteen\*\*\*, Jan Breydelstraat 35**

In the centre of the city rests the 800-year-old Castle of the Counts (Gravensteen in Dutch), from which the counts of Flanders ruled. Just across the street is **Hotel Gravensteen**, sheltered in a 19<sup>th</sup> century mansion and completely renovated in its original Second Empire style. This three-star hotel has 49 rooms which are equipped with all modern comfort; some have airconditioning. Wireless internet access is available at an extra cost. The small, yet attractive bar, the comfortable lounge, the fitness room and the sauna also make for an excellent stay.  
([www.gravensteen.be](http://www.gravensteen.be))

As a delegate or speaker at the Euroblog 2007 Symposium, you enjoy **special rates** at Hotel Gravensteen: 80 euro per night per person in a single standard room (only 5 rooms available), 85 euro per night per person in a single deluxe room (25 rooms available for now, more if necessary and possible), 105 euro in a double deluxe room. Breakfast is included in this price. Simply mention "EuroBlog Symposium" when making your reservation (you pay substantially more otherwise). You can reach the hotel through the website, via e-mail to [hotel@gravensteen.be](mailto:hotel@gravensteen.be) or by telephone on ++32 9 225 11 50. Would you prefer us to make reservations for you? Then please contact us at [symposium@euroblog2007.org](mailto:symposium@euroblog2007.org). Reservations are best made as soon as possible.

### Public transport

Ghent can be reached relatively easily by public transport. When coming from Brussels Airport, you can take a direct train to Ghent. Direct trains leave at 8 minutes before the hour (e.g. 14.52) and reach Ghent 49 minutes later (e.g. 15.41). You get off at **Ghent Sint-Pieters station**. There are other trains as well, but they do not necessarily go to Ghent directly or take more time (because of the numerous stops). You can always check on <http://www.b-rail.be/main/E/index.php> or ask at the local information desk.

When coming from Antwerp, you can take a train at Antwerp central station at 6 minutes past the hour (e.g. 14.06) and arrive in Ghent 41 minutes later (e.g. 14.47). There is another direct train at 40 minutes past the hour (e.g. 14.40) which take 46 minutes to arrive in Ghent (15.26). In this case you get off the train at **Ghent Dampoort station**.

To reach the hotel by tram from Sint-Pieters station, you take tram nr 1 which stops in the tunnel next to the station. You get off at tram stop Gravensteen (approx. 15 minutes, depending on traffic). If you prefer to go directly to the conference venue (Nemrodzaal), you take tram nr 4 which stops in front of the main entrance of the station. You should get off at tram stop Sluizeken (which takes approx. 20 minutes, depending on traffic).

To get from Ghent Dampoort station to the hotel or the conference venue, there are several possibilities by bus. Simply ask at the local information desk of De Lijn (public transport company).

### Tourist information

Visit <http://www.visitgent.be> to learn more about Ghent and its attractions. The tourist office is located next to the city hall. Branches of all major shopping chains and international brand outlets can be found in the pedestrian area close to the Korenmarkt (Veldstraat and Lange Munt).

The organisers of the Chair Jos Willems and EuroBlog thank these media and supporting organisations:



### Registration and contact

For more information on the symposium or for registration, visit <http://www.euroblog2007.org> or <http://www.leerstoeeljoswillems.be> and go to the page 'Information in English'. If you want to contact the local organiser for any information, you can do so via e-mail to [symposium@euroblog2007.org](mailto:symposium@euroblog2007.org).