

Media Invitation
Brussels, 26 January 2016

EUA Annual Conference 2016
‘Bricks and clicks for Europe: building a successful digital campus’
(7-8 April, Galway, Ireland)

The European University Association (EUA) is pleased to invite you to its Annual Conference 2016 “Bricks and clicks for Europe: building a successful digital campus” that will take place at the National University of Ireland in Galway from 7 to 8 April 2016.

The Conference will explore how Europe’s universities are developing comprehensive “bricks and clicks” strategies and how they are tackling the challenges involved in becoming more interactive and interconnected.

Universities in Europe are currently engaged in large-scale transformation in an attempt to address social, cultural and technological changes. The conference will address these changes, especially the advent of digitalisation and why it is important for European universities.

High-level university leaders and practitioners from across Europe will share their experiences of major change processes, such as the introduction of open access, open innovation and research and the incorporation of new technologies in university teaching. The conference will also seek to explore how these transformations are affecting institutional development, in particular in terms of HR and campus management as well as community relations.

Confirmed speakers include leaders of European universities and representatives from the European Commission. The President of Ireland, Michael Higgins, will deliver the opening speech.

The conference will provide a Europe-wide discussion for higher education stakeholders to exchange experiences, share good practices, discuss future strategies and thus anticipate tomorrow’s educational needs.

For more information or to view the preliminary conference programme, please visit the [conference website](#).

Please note that prior registration is necessary for journalists as the number of places is limited. Unfortunately EUA cannot pay accommodation or travel costs for this event.

Ends

To register and for more information, please contact:
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The European University Association, as the representative organisation of both the European universities and the national rectors’ conferences, is the main voice of the higher education community in Europe. EUA’s mission is to promote the development of a coherent system of European higher education and research.