



EuroBlog International Research Symposium 2006

**Public Relations and Social Software:
Meeting the Challenges of Weblogs, Podcasts, Wikis and RSS**

Organised by EUPRERA, the European Public Relations
Research and Education Association

Stuttgart, Germany, March 16-18th, 2006

Program

Welcome to the first international symposium that explores the challenges and chances of truly interactive technologies characterizing the "google world" for communication management. 40 researchers and public relations practitioners from 13 countries will share their concepts and experiences.

Thursday, March 16th

20.00h Informal Welcome

Restaurant Sautter, Johannesstrasse 28,
Stuttgart, Phone 0049 711 61430
Traditional Swabian cuisine and wine

Friday, March 17th

EuroBlog International Research Symposium

MFG / Medienzentrum Baden-Württemberg, Breitscheidstrasse 4, Stuttgart,
5 minutes from Hotel Sautter, Phone 0049 711 90715-312, www.mfg.de

Chair (Friday): Dr Ansgar Zerfass

10.00h Opening

Anne-Marie Cotton, Secretary General Euprera, Gent
Dr Ansgar Zerfass, Member of the Management Board, MFG Baden-Württemberg

10.15h Keynote

Weblogs and Participatory Communications: A Theoretical Framework
Elizabeth Albrycht, Editor, CorporatePR Blog, Paris, and Chair Research
Committee, SNCR Society for New Communications Research, Palo Alto (Ca.),
USA

11.00h Coffee break

In cooperation with:



Baden-Württemberg
Centre of Excellence
for IT and Media

Sponsored by:



The world's largest,
publicly traded media
intelligence firm

- 11.15h Empirical insights and conclusions
EuroBlog2006: Results of the first European survey on weblogs in Public Relations and Communication Management
Swaran Sandhu, University of Hohenheim, Stuttgart, Germany
Weblogs, Podcasts and Communication Management: Conclusions from the EuroBlog2006 survey
Philip Young, University of Sunderland, Sunderland, Great Britain
- 12.15h Lunch
Restaurant Vinum
On-site restaurant, offering a choice of pasta or fish
- 14.00h Case studies
Cross media communication using weblogs and podcasting: antarctica2005.com
Olaf Nitz & Michael Schuster, Knallgrau New Media Solutions, Vienna, Austria
E-Channel concepts for customer relationship management: catablog.de
Simone Happ, T-Systems Multimedia Solutions, Dresden, Germany
Weblog strategies of print media corporations: <http://blog.intrinet.de>
Steffen Büffel, University of Trier, Trier, Germany
- 15.45h Coffee break
- 16.15h Concepts and Frameworks
Blog Usability
Børge Kristensen, University of Copenhagen &
Trine-Maria Kristensen, Social Square, Copenhagen, Denmark
Weblogs, the Attention Economy and Public Opinion
Dr Tim E. Fischer, University of Munich, Munich, Germany
Corridors and Time Lapses: Corporate Communication, the building of Reality and CommTech
Luís Miguel Poupinha, Instituto Superior de Novas Profissões, Lisbon, Portugal
- 18.00h End of Friday sessions
- 19.30h Walk to downtown Stuttgart and the Parliament
via University, Variete, shopping mile Königstrasse, Schlossplatz, passing Old Castle, New Castle and Opera House
Meeting point: Hotel Sautter
- 20.00h Dinner
Restaurant Plenum at the state's parliament, www.plenum-stuttgart.de
Konrad-Adenauer-Strasse 3, Stuttgart, Phone 0049 711 1209398-0
Modern style cuisine

Saturday, March 18th

EuroBlog International Research Symposium, 2nd day

MFG / Medienzentrum Baden-Württemberg, Breitscheidstrasse 4, Stuttgart,
5 minutes from Hotel Sautter, Phone 0049 711 90715-312, www.mfg.de

Chair (Saturday): Philip Young

09.00h New Communicators and Gatekeepers

Bloggers as Trendsetters: A survey in Germany, Austria and Switzerland
Dr Jan Schmidt, University of Bamberg, Bamberg, Germany

09.45h Coffee break

10.00h European Experiences

Public Relations Identity, Internet and Weblogs in Portugal
Susana de Carvalho, Prof Dr José Quintela & Luís Miguel
Poupinha, Instituto Superior de Novas Profissões, Lisbon, Portugal

*An archetype for European CEO-Blogs? Insights from Italy,
Great Britain and Germany*
Sarah Zielmann, University of Münster, Münster, Germany

11.15h Coffee break

11.30h Future Perspectives

*Social Software, Business Excellence and Communication Strategies:
A Framework for theorizing about Weblogs, Podcasts, Wikis and RSS*
Dr Ansgar Zerfass, MFG Baden-Württemberg, Stuttgart, Germany

*What's next? The impact of weblogs and social software for public
relations theory and practice*

Roundtable discussion with:

Prof Dr Helmut Krcmar, Technical University of Munich, Munich, Germany
Trine-Maria Kristensen, Social Square, Copenhagen, Denmark
Prof Dr Betteke van Ruler, President Euprera, University of Amsterdam,
Amsterdam, The Netherlands

13.00h Lunch

Restaurant Vinum

On-site restaurant, offering a choice of pasta or veal

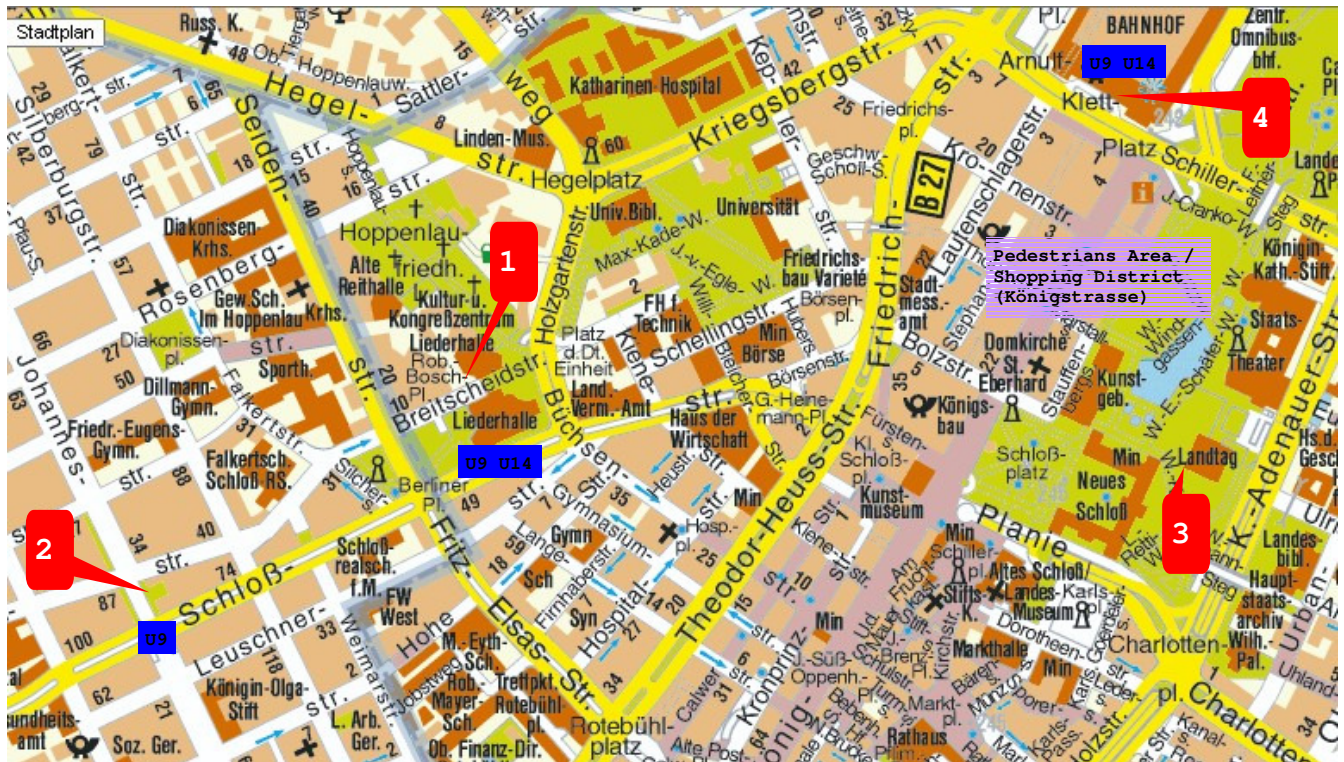
14.00h Sightseeing tour (for all participants / please register in advance)

A guided walking tour exploring the royal, civic and architectural
highlights of Stuttgart (until 16.00h; ends at Tourist Information /
vis-à-vis main station)

14.00h Euprera board meeting (for board members only)

(until 18.00h)

Locations and Directions



1 Symposium (Friday/Saturday)
 MFG / Medienzentrum Baden-Württemberg, Breitscheidstrasse 4
 [U] subway station „Berliner Platz (Liederhalle)“
 from main station: [U9] heading to “Botnang” or
 [U14] to “Heslach Vogelrain”; one way ticket [K] € 1.-
 by car: parking garage “Liederhalle/Bosch-Areal” on the site

2 Informal Welcome (Thursday) + Hotel
 Restaurant Hotel Sautter, Johannesstrasse 28
 [U] subway station „Schloss-/Johannesstrasse“
 from main station: [U9] to “Botnang”; ticket [K] € 1.-

3 Dinner (Friday)
 Restaurant Plenum at the Parliament - Landtag,
 Konrad-Adenauer-Strasse 3

4 Main Station - Hauptbahnhof
 from Stuttgart International Airport: [S2] or [S3] heading to “Hauptbahnhof”



Tourist Information

Visit www.stuttgart-tourist.de to learn more about Stuttgart and its attractions. The tourist office is located vis-à-vis the main station. Branches of all major German shopping chains and international brand outlets can be found in the pedestrians area south of the main station (Königstrasse).

Last update: March 16th, 2006

Contact / Local organiser

Mrs Andrea Müller, MFG Baden-Württemberg,
 E-Mail: amueller@mfg.de, Phone 0049 711 90715-312