



## **Media Invitation: EUA 2010 Annual Conference**

### **Diversities and Commonalities – the changing face of Europe's universities**

**University of Palermo, Italy, on 21-23 October 2010**

The 2010 EUA Annual Conference will focus on the different ways in which universities across Europe are sharpening their distinctive institutional profiles in response to the current multiple challenges (such as the economic crisis, and increasingly limited financial resources) they face, while at the same time maintaining their common cultural heritage and shared values.

The issue of institutional diversity has moved to the centre of policy discussions in Europe with such questions as how to ensure the competitiveness of knowledge-based societies and respond to the diversity of students' and stakeholders' demands and needs.

The conference will include key note speeches from European Commissioner for education Androulla Vassiliou, on "The growing diversity of European higher education – implications for the further development of the Modernisation Agenda for Higher Education" and Alex Usher, President of Higher Education Strategy Associates (formerly known as EPI Canada) and Editor-in-Chief of Global Higher Education Strategy Monitor.

The Conference will also highlight examples of strategies and practices adopted by university leaders in different contexts and designed to enhance specific institutional missions, as well as to attract and retain high quality staff, cater to diverse student profiles, and consider incentives for developing diverse research strategies and research portfolios. The current economic crisis, increasingly limited financial resources and serious government cutbacks in many countries make consideration of these topics crucial, with many institutions under pressure to make difficult decisions as a result of mergers or other change processes as well as fierce global competition.

Please visit the conference website for more detailed information:

[www.eua.be/palermo](http://www.eua.be/palermo)

**To register or for further details please contact**

**Andrew Miller**

**Tel: + 32 2 743 1 159**

**Email: [andrew.miller@eua.be](mailto:andrew.miller@eua.be)**

**Please note that there are a limited number of places to attend the Conference for members of the press. Unfortunately EUA cannot pay accommodation and travel costs.**