



Universidad
Pontificia
de Salamanca



INTERNATIONAL CONGRESS



Internal Communication in Catholic and
Pontifical Institutions: limits and challenges

12 to 14 November 2025 / Pontifical University of Salamanca

Internal Communication in Catholic and Pontifical Institutions: limits and challenges

An international space for reflection and dialogue on the challenges and opportunities of internal communication in Catholic and pontifical institutions, from a human, strategic and evangelizing perspective

NOV 12 · *Aula Magna*

WELCOME AND OPENING DAY

16:00 h Reception and collection of material

16:30 h **Words of Welcome and presentation of the congress**

Dr. Paolo Ruffini, *Prefect of the Dicastery for Communication, Holy See*

His Excellency Paul Desmond Tighe, *Secretary of the Dicastery for Culture and Education, Holy See*

Prof. Santiago García-Jalón de la Lama, *Rector Magnif. of the Pontifical University of Salamanca*

Dr. François Mabile, *Secretary General of the International Federation of Catholic Universities*

17:15 h Opening conference

Catholic Universities in the Age of Artificial Intelligence

His Excellency Paul Desmond Tighe, *Secretary of the Dicastery for Culture and Education, Holy See*

18:00 h Conference

Internal Communication and Organizational Governance

Dr. Juan Manuel Mora, *vice rector of the Pontifical University of the Holy Cross - Italy*

19:00 h **Welcome cocktail (Barroc Cloister)**

20:00 h End of the day

NOV 13 · *Aula de Grados*

8:30 h Eucharist. Chapel

9:30 h Conference

Internal communication in universities

Ms. Marta Yuste, *director of Communication of the Catholic University of Ávila - Spain*

Introducer: Dr. Noa María Carballa, *head of the Rector's Office and deputy director of Communication of the Pontifical University of Salamanca - Spain*

- 10:30 h** **Round Table 1**
The profile of the student body as a determining element in the internal communication strategy
Ms. Patricia Sáinz de Robredo, head of Communications, University of Navarra - Spain
Dr. Ángel Losada, professor at the Faculty of Communication, Pontifical University of Salamanca - Spain
Mr. 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 Ružomberok - Slovakia
- 11:30 h** **Break/Coffee**
- 12:15 h** **Open discussion**
The legal framework affecting internal communication in university institutions
Mr. Bernward Robrecht, chancellor, Catholic University of Applied Sciences of North Rhine-Westphalia - Germany
- 13:15 h** **Lunch**
- 15:00 h** **Conference**
Governance models in universities: do they hinder or facilitate internal and centralised communication?
Dr. Carlo Gallucci, Vice Rector of the Universitat Ramon Llull, Barcelona – Spain, and board member of FUCE and FIUC
- 15:45 h** **Panel**
Sharing experiences on the main internal communication channels (email, newsletter, social networks, App, etc.)
Ms. Verena Behr, head of Press and Public Relations, University of Applied sciences of North Rhine-Westphalia - Germany
Dr. Giovanni Tridente, director of Communication of the Pontifical University of the Holy Cross - Italy
Ms. Débora García, director of Communication of the Pontifical University of Salamanca - Spain
- 17:15 h** **Conference**
Plain Language & User Experience Design in Internal Communication: when everyone finds and understands what they need
Dr. Juan Ramón Martín, professor at the Faculty of Communication, Pontifical University of Salamanca - Spain
- 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 · *Aula de Grados*

09:00 h **Conference**

AI in internal communication

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

10:00 h **Round Table 2**

Use of AI tools in internal communication

Dr. Fernando Galindo, *dean of the Faculty of Communication Pontifical University of Salamanca and expert in AI - Spain*

Ms. Leticia Arráez, *researcher in institutional communication Pontifical University of the Holy Cross - Italy*

Mr. Marvin Hackfort, *head of the Digital Learning and Services Center, Catholic, University of Applied Sciences of North Rhine-Westphalia - Germany*

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

11:30 h **Break/Coffee**

12:15 h **Conference**

Internal communication by the communication Expert

Mr. José Gabriel Vera, *director of the Press Office of the Spanish Episcopal Conference*

13:00 h **Closing Conference**

Communication and Culture: Current Situation and Future Perspectives. Cardinal Ruffini's Contributions in the University Context

Dr. Paolo Ruffini, *Prefect of the Dicastery for Communication, Holy See*

Closing ceremony

Towards a New Internal Communication: Synthesis and Perspectives

Mr. Loïc Roche, *Head of Communication and Strategy and Head of the Training Department, International Federation of Catholic Universities*

Representative of the Missionary Social Service Society

Congress organizers



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Strategic partner



Cátedra

Cardenal E. Ruffini

Cardinal Pizzardo, Prefect of the Congregation for Seminaries and Universities, and Monsignor Ruffini, Secretary of the same Congregation, signed in Rome the Decree of establishment of the Pontifical University of Salamanca on September 25, 1940.

Partners





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