



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

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### 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 Mabilie, *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*

Introducer: Ms. Débora García, *director of Communication of the Pontifical University of Salamanca - Spain*

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

**20:00 h** End of the day

## NOV 13 • Aula de Grados

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**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*

Ms. Oliwia Baran, *director of Development and Campus 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*  
Introducer: Ms. Belén Scramm, *journalist at the Communications Office, Pontifical University of Salamanca*
- 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*  
Introducer: Ms. Beatriz Fragua, *journalist at the Communications Office, Pontifical University of Salamanca*
- 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*  
Moderator: 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*  
Introducer: Dr. Roberto Castellano, *journalist at the Communications Office, 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**



**09:00 h**

Conference

**AI in internal communication**

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

Introducer: Mr. José Javier García, *Marketing coordinator of the Pontifical University of Salamanca - Spain*

**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*

Introducer: Carlos Simón, *vice-dean at the Faculty of Theology, Pontifical University of Salamanca - Spain*

**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*

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

Closing ceremony

**Towards a New Internal Communication: Synthesis and Perspectives**

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

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

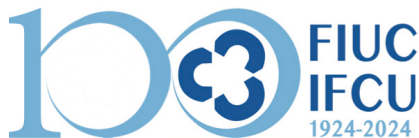
Ms. María Jesús Domínguez, *representative of the Missionary Social Service Society*

## Congress organizers

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## Strategic partner

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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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