



# EUniverCities

Network & URBACT

AACHEN Conference on September 18<sup>th</sup> -21<sup>st</sup> 2012



## Tuesday 18 September

20.00 *Dinner: Elisenbrunnen Friedrich-Wilhelm-Platz 14, Aachen*

## **Wednesday 19 September**

*Haus Löwenstein, Markt 39*

- 9.00 Welcome by Marcel Philipp, lord mayor of Aachen
- 9.10 Opening remarks: City of Aachen + Willem van Winden & Patrick van Geel
- 9.30 Isabelle Pitre, Elke Ariëns, City of Aachen:  
Cooperation between Aachen and the universities
- 10.00 Dr. Anette Klinkert (key-note speech): City marketing of science cities
- 10.45 *Coffee Break*
- 11.00 Manuela Ehresmann, NRW Invest: International marketing
- 11.45 Simone Schmitz, Patent Scout, RWTH Aachen: Technology marketing
- 12.20 Olaf Gockel, Structure & Research, RWTH Aachen: University of Excellence
- 13.15 *Lunch: Mensa Vita, Helmertweg 1, Aachen*

*E.ON Energy Research Center, Mathieustraße 10*

- 14.15 Dr. Brandstetter, RWTH Aachen Campus: Marketing RWTH Aachen Campus
- 15.15 RWTH Campus Tour
- 16.15 *City tour (optional)*
- 17.30 Back to hotel
- 19.00 *Dinner: Tom's Restaurant, Jakobstraße 94, Aachen*

## Thursday 20 September

Casino Aachen, Monheimsallee 44

- 9.00 Dr. Mandelartz, Patrick Hahne, University of Applied Sciences:  
Local Marketing & Technology Transfer
- 9.45 Brief plenary explanation on what the day will bring and what is expected from everybody (Willem van Winden)
- 10.00 Session 1: Observations (split in 3-4 groups)
- 10.45 *Coffee break*
- 11.00 Session 2: Suggestions/recommendations (split in 3-4 groups)
- 12.30 *Lunch: Magellan, Pontstraße 78, Aachen*
- 14.15 Session 3: Summary of group outcomes (moderators)
- 14.45 Session 4: Each group discusses and develops more elaborate recommendations for host city Aachen (split in 3-4 new groups)
- 16.15 *Coffee break*
- 16.30 Continuation Session 4
- 17.30 Wrap up
- 17.45 Hotel/free time
- 19.30 *Dinner: Pippin, Hubertusstraße 43, Aachen*

## Friday 21 September

Haus Löwenstein, Markt 39

- 9.00 EUniverCities Network plenary meeting
- 11.00 Coffee break
- 11.15 EUniverCities Network plenary meeting (continuation)
- 12.00 Presentation of group session outcomes: observations, recommendations, tips and tricks
- 13.00 *Lunch / Departure Network members: Cafe Middelberg, Rethelstrasse 6, Aachen*
- 14.00 URBACT: Presentation partnership, Local Support Groups, Administration, Financial matters
- 17.00 *End of programme: free time / Departure Network members*