

# EUNIS 2020 RECTOR'S CONFERENCE

LEADING THE DIGITAL  
TRANSFORMATION SUCCESS



April 22, 2020



Málaga, Spain

Universidad de Málaga

[www.eunis.org/eunisrectors20](http://www.eunis.org/eunisrectors20)



**EUNIS**  
EUROPEAN UNIVERSITY  
INFORMATION SYSTEMS



UNIVERSIDAD  
DE MÁLAGA



# OBJECTIVES

Discovering the importance of the Rector leading the digital transformation to achieve success

The digital transformation, which all universities around the world aspire to, requires the university to have a clear strategy that becomes the reference for designing new university processes, supported by disruptive technologies, whose results satisfy the main strategies of the university.

The scope of this task supposes the maximum implication and the leadership of the Rector, and it would be a mistake to deposit this responsibility only on those responsible for technology at the university.

This conference aims to bring together university rectors with the aim of fostering strategic reflection on the main challenges of digital transformation.

In this event, many cases of digital transformation will be exposed at different universities around the world, and the speakers are experts whose objectives will be: To make known to the attendees the foundations of digital transformation; make them understand the importance of the Rector's leadership; show them the challenges a Rector faces when undertaking the digital transformation of his university; and establish what is the way forward to achieve success, what happens by reviewing and discarding those roads that involve failure in the attempt.

We invite rectors from all over the world to come to this conference and share their experiences and discover that of their colleagues about how to lead the digital transformation at their university.

**José A. Narváez**  
Rector of Universidad de Malaga

**Raimund Vogl**  
President of EUNIS





## 22-04-2020 WEDNESDAY

09:30 WORKSHOP FOR SPANISH AND LATINAMERICA RECTORS

17:00 GUIDED TOUR - MALAGA CITY CENTER

20:00 DINNER AT THE BEACH

## 23-04-2020 THURSDAY

09:30 OPENING SESSION: A new digital university for a new world!

11:00 SESSION I: Digital transformation: trials, tribulations and successes

15:00 SESSION II: Digital Leadership and the involvement of the people

18:00 SOCIAL EVENT: VISIT OF MUSEO PICASSO

20:00 GALA DINNER AT PALACIO MIRAMAR

## 24-04-2020 FRIDAY

09:00 SESSION III: Digital learning, focused on the student

11:00 SESSION IV: Open Science, open data, fair principles!

15:00 CLOSING SESSION: The Digital University: Designing a Blended Future

20:00 SPECIAL DINNER: Tapas at city center

## 25-04-2020 SATURDAY

09:00 VISIT TO ALHAMBRA PALACE (Granada)

13:00 LUNCH AT "CARMEN DE LA VICTORIA" GARDEN (Granada)

15:00 SHOPPING AT THE ARABIC BAZAAR (Granada)



# KEYNOTES SPEAKERS

## OPENNING SESSION



**FRANCISCO  
MARMOLEJO**

Coordinator of World Bank  
Network of Higher  
Education Specialists

## SESSION I



**MICHAEL CROW**

President of Arizona  
State University

## SESSION II



**SUSAN GRAJEK**

Vice-President  
of EDUCAUSE

## SESSION III



**DAVID GARZA**

Rector of Tecnológico de  
Monterrey (México)

## SESSION IV



**SALUSTIANO  
MATO**

Vicepresidente adjunto  
de Crue Universidades  
Españolas

## CLOSSING SESSION



**IAIN MARTIN**

Vice-Chancellor and President  
of Deakin University



# REGISTRATION

[www.eunis.org/eunisrectors20/registration](http://www.eunis.org/eunisrectors20/registration)

Booking includes three events in four days:

April 22nd

**WORKSHOP  
RECTORES  
(SPANISH)**

April 23rd - 24th

**EUNIS RECTORS  
CONFERENCE**

April 25th

**SOCIAL  
EVENT**

## FEES:

Fees include VAT

### Early Bird Fee:

Until 28th February 2020

EUNIS Member  
(Rector or non  
Rector attendee)

**400€**

EUNIS Members  
(Rector + CIO  
together)

**700€**

EUNIS Non-Member  
(Rector or non  
Rector attendee)

**550€**

EUNIS Non-Member  
(Rector + CIO  
together)

**950€**

### Standard Fee:

Until 15th April 2020

EUNIS Member  
(Rector or non  
Rector attendee)

**450€**

EUNIS Members  
(Rector + CIO  
together)

**800€**

EUNIS Non-Member  
(Rector or non  
Rector attendee)

**600€**

EUNIS Non-Member  
(Rector + CIO  
together)

**1100€**

Registration  
On-Site:

**650€**





[www.eunis.org/eunisrectors20](http://www.eunis.org/eunisrectors20)

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