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

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<th><strong>Opening Session</strong></th>
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<td><strong>Francisco Marmolejo</strong>&lt;br&gt;Coordinator of World Bank Network of Higher Education Specialists</td>
<td><strong>Michael Crow</strong>&lt;br&gt;President of Arizona State University</td>
<td><strong>Susan Grajek</strong>&lt;br&gt;Vice-President of EDUCAUSE</td>
<td><strong>David Garza</strong>&lt;br&gt;Rector of Tecnológico de Monterrey (México)</td>
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<th><strong>Session IV</strong></th>
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<td><strong>Salustiano Mato</strong>&lt;br&gt;Vicepresidente adjunto de Crue Universidades Españolas</td>
<td><strong>Iain Martin</strong>&lt;br&gt;Vice-Chancellor and President of Deakin University</td>
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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€