

INTERNATIONAL CONGRESS

19 to 21 Octobre 2026

@ katho (Cologne)

BRANDING CATHOLIC
UNIVERSITIES

IN A CHANGING
HIGHER-EDUCATION
LANDSCAPE



INVITATION

BRANDING CATHOLIC UNIVERSITIES IN A CHANGING HIGHER-EDUCATION LANDSCAPE

**International Congress
19 to 21 Octobre 2026
@ katho (Cologne)**



This conference explores how Catholic universities can strengthen their identity and influence in a rapidly evolving higher education landscape. By aligning mission, values, and communication, institutions are invited to move beyond branding as a mere tool, and to consider it as a strategic expression of their identity and societal role.

In a context marked by geopolitical uncertainty, cultural shifts, and growing competition in higher education, Catholic universities are increasingly called upon not only to educate, but to contribute actively to the shaping of more just and sustainable societies.

Bringing together university leaders, communication professionals, and institutional stakeholders from across the world, this international congress will offer a space for reflection and exchange on how Catholic institutions can enhance their visibility, strengthen their credibility, and expand their global influence – shaping change rather than simply adapting to it.

ABOUT US

IFCU

The International Federation of Catholic Universities is a common home for 220+ Catholic universities and higher education institutions worldwide. It welcomes institutions of all sizes, traditions, histories, and levels of prestige, giving each one a voice.

katho

The Catholic University of Applied Sciences North Rhine-Westphalia is today Germany's largest church-sponsored private university with state certification. katho has campuses in Aachen, Cologne, Münster and Paderborn.

11:00 AM I N A U G U R A L S E S S I O N

11:30 AM **Inaugural Keynote**

Social Sustainability and the Mission of Catholic Universities: The Foundations of a Distinctive Brand in the Making

Prof. Dr. Taras Dobko
Rector and Associate Professor,
Ukrainian Catholic University

12:30 PM L U N C H

1:30 PM **Open Space Session**

**From Mission to Visibility:
Sharing Practices and Perspectives**

- 1a. Differentiation and Positioning in a Secular Academic Landscape
- 1b. Brand Voice and Communication Strategies
- 1c. The Role of Branding in Strengthening Institutional Identity
- 1d. Attracting Value-Aligned Communities
- 1e. Authenticity and Credibility in a Pluralistic Society

3:30 PM C O F F E E B R E A K

4:00 till 4:30 PM **Summary of the open groups**



C U L T U R A L P R O G R A M M E

6:00 PM **Dinner German Brewery**

9:00 AM W E L C O M E

9:30 AM **Keynote**

**From Mission to Influence:
Catholic Universities in the
Global Public Space**

Prof. Dr. Hans Hobelsberger
Former rector of the katho

t.b.a.

10:45 AM C O F F E E B R E A K

11:00 AM **Strategic Panel**

**Brand, Credibility and Influence:
Catholic Universities in the Public Sphere**

- 2a. Mission as foundation
- 2b. Visibility as expression
- 2c. Influence as outcome

12:30 PM L U N C H B R E A K



1:30 PM **Workshops** (t.b.a.)

**Best practice / experience of
branding Catholic Universities**

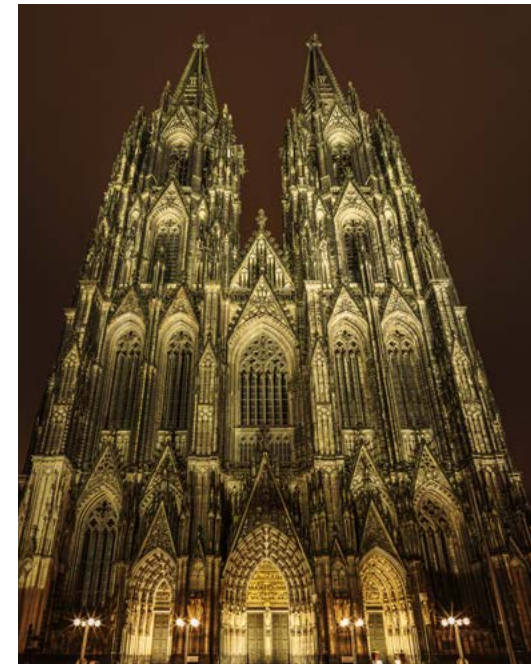
*The specific titles of the workshops
will be announced.*

3:30 PM C O F F E E B R E A K

3:45 till **Summary of the workshops**
4:45 PM

C U L T U R A L P R O G R A M M E

8:00 PM **Special Cathedral Tour
at night**



9:00 AM **Mass at the Chapel of the katho**

9:45 AM W E L C O M E

10:00 AM **Podium discussion**

The specific title of the podium discussion will be announced.

11:30 AM C O F F E E B R E A K

11:45 AM **Conclusion of the three days**

12:30 PM E N D O F C O N F E R E N C E



INFOS + REGISTRATION

VENUE

Catholic University of Applied Sciences
Department Cologne
Wörthstraße 10, 50668 Köln, GERMANY

REGISTRATION

Fees: 300 Euro

For registration and more information:

wcu.academy

Registration deadline is 28th September 2026.

As the number of participants is limited,
we recommend early registration.

CONTACT

Should you have any questions on the IFCU Congress,
please do not hesitate to contact us:

Loïc Roche (IFCU – Head of Communication and Strategy)
loic.roche@bureau.fiuc.org

Lisa Jungkamp (katho – Head of International Office)
l.jungkamp@katho-nrw.de



International Federation
of Catholic Universities
21, rue d'Assas
Paris 75006

wcu.academy

katho

Katholische Hochschule **Nordrhein-Westfalen**
Catholic University of Applied Sciences

Catholic University of Applied Sciences
Wörthstraße 10
50668 Köln

katho-nrw.de