

# Programme

**Tuesday November 25, 2025**

4 – 5:45 PM

**LIC Learning & Innovation Center ULB-VUB – Learning Theatre Room**

<https://maps.app.goo.gl/pRMfRhagYHD18Ccm6>

**Boulevard de la Plaine, 2, 1050 Brussels**

**Keynote Panel :**

AI-powered multilingualism: friend or foe for European Universities

Welcome Speech	<b>Pr. Marius Gilbert</b> Vice-rector of research and valorization, Vice-rector of culture and scientific mediation
Introduction of the keynote panel & Moderation	<b>Ms. Maria-Isabel Soldevila Brea</b> Head of the Communication Unit, CIVIS
Ethical considerations and challenges in implementing AI for multilingualism	<b>Pr. Damien Hansen</b> Chairholder in Artificial Intelligence at the Faculty of Arts, Translation and Communication, ULB
The role of AI in enhancing multilingual communication in academia	<b>Pr. Fanny Meunier</b> Professor of English language, linguistics, and teacher education at UCLouvain
Case studies of successful AI-powered multilingual initiatives in European Institutions	<b>Ms. Ágnes Farkas</b> Team Leader - DGT AI Language Services Advisory

5:45 – 7:30 PM **Networking drink**

**Wednesday November 26, 2025**

**ULB USquare campus**, Boulevard Général Jacques 210, door AC, 1050 Brussels.  
<https://maps.app.goo.gl/2r4CGvDYkSCc3HBK7>

Time	Programme	Speakers
<b>9-11 AM</b>	<b>IA introduction</b> Disinformation and Ethical Debates in AI Understanding disinformation and its impact on communication / AI's role in detecting and combating disinformation / Exploring key ethical debates in AI (bias, privacy, transparency, copyright)	<b>Pr. Bogdan Oprea (University of Bucharest)</b>
<b>11 - 11:30 AM</b>	Coffee Break	
<b>11:30 - 1 PM</b>	<b>Practical Session: Identifying Disinformation</b> Hands-on activities: Using AI tools to identify and address disinformation (deep-fakes, AI hallucinations) Group exercise/ debate in groups: Developing strategies to combat disinformation	<b>Pr. Laurence Dierickx (ULB)</b>
<b>1 - 2 PM</b>	Lunch break	
<b>2 - 3 PM</b>	<b>Practical Session: Identifying Disinformation</b> Hands-on activities: Using AI tools to identify and address disinformation (deep-fakes, AI hallucinations) Group exercise/ debate in groups: Developing strategies to combat disinformation	<b>Pr. Laurence Dierickx (ULB)</b>
<b>3 - 3:15 PM</b>	Coffee break	

<b>3:15 – 6 PM</b>	<b>AI in Crisis Communication and opportunities</b> Role of AI in managing and responding to crises Case studies: AI in crisis communication scenarios	<b>Aude Vilain</b> (Communication Officer at ULB)  <b>Jérémy Jenard</b> (Communication Officer at ULB)
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## Thursday November 27, 2025

**FARI – AI for the Common Good Institute**, Cantersteen 16, 1000 Brussels, Belgium  
<https://maps.app.goo.gl/xMSqLiR5yVRcyxw9>

Time	Programme	Speakers
9 - 10:30 AM	Visit of FARI AI for the Common Good Institute Brussels (Test and experience centre, CAVE)	Laura Jousset (Marketing and Communication Lead @FARI)  Sezen Avci (Scientific Communication at FARI)
11 – 12:30 AM	Workshop: AI Tools to Boost Content Creation for Communicators	
12 – 1PM	Lunch Break	
2 – 5 PM	<b>Start your own project: Hands-on exploration of AI tools</b> A hands-on workshop to explore AI tools and apply them directly to your professional context. Start your own project, experiment with Generative AI for real tasks or daily challenges and turn your ideas into concrete use cases. Work in small groups with support from AI coaches — and don't forget to bring your device!	Coordination Unit for Artificial Intelligence at ULB (CeCo-IA)

## Friday November 28, 2025

**ULB USquare campus**, Boulevard Général Jacques 210, door AC, 1050 Brussels.  
<https://maps.app.goo.gl/2r4CGvDYkSCc3HBK7>

Time	Programme
9-11 AM	15-minutes project pitch by participants followed by tailored advice
11 – 11:15 AM	Coffee Break
11:15 – 11:45 PM	<b>Final Wrap-Up and Feedback</b> Summary of the entire workshop Participant feedback and Q&A

# Biographies of speakers

## Keynote panel



**Professor Marius Gilbert is vice-rector of research and valorization, and vice-rector of culture and scientific mediation at the Université libre de Bruxelles.** His research focuses on the epidemiology of avian influenza, emerging infectious diseases with pandemic potential, and global changes in livestock production systems. During the COVID pandemic, he was part of the expert group assembled by then Belgian prime minister Sophie Wilmes to advise the government and was at the forefront of communication with the media. He is also a columnist at the national journal *Le Soir* around the theme of science and society.



**Ágnes Farkas – Team Leader – AI Language Services Advisory, Directorate-General for Translation, European Commission.** Ágnes Farkas works as the head of DG Translation's AI Language Services Advisory, an advisory body with the mission to promote eTranslation and other AI-based multilingual services managed by DGT for EU institutions and eligible users across EU Member States. The advisory body also provides user support and expert guidance to clients. She previously worked as a policy officer in the field of multilingualism and as acting head of unit and translator in DGT's Hungarian translation department. She holds master's degrees in translation and interpretation, as well as in French language and political sciences.



**Fanny Meunier is a full professor of English language, linguistics, and teacher education at UCLouvain, Belgium.** She also serves as the Academic Director of the CU.mil (Multilingualism, Interculturality, and Language Lab) within the Circle U. European University Alliance. Her research spans fundamental, instructed, and applied aspects of additional language acquisition, and she is actively involved in pre- and in-service teacher education, where she fosters collaborative teacher-researcher initiatives. Her most recent projects focus on pluriliteracies, i.e. the development of advanced and critical literacy skills across multiple languages and contexts. She also focusses on how technology can empower learners and teachers in the human-machine era.



**Damien Hansen is assistant professor of translation and AI at the ULB, and has obtained a PhD in translation studies from the University of Liège, as well as in computer science from the Grenoble Alpes University.** His doctoral work, focused on the topic of literary machine translation, looked into the possibility of adapting MT systems to the style of individual literary translators, but also into the ergonomic and social issues related to the technicization of the field. Recently, his research shifted more towards the effects of translation tools on the cognitive processes and socio-economic factors involved in creative translation, but his interests also brought him to study the experimental "détournements" of technology and to

the field of game studies, where he examines the interplay between languages and games.

## Moderator of the keynote panel



**María Isabel Soldevila Brea is a Dominican journalist and communication specialist, currently Head of Communication at the CIVIS European University Alliance,** where she leads strategic efforts across a transnational university network. Her 25-year career bridges media, education, and European affairs, with a focus on democracy and human rights. A Fulbright grantee, she earned a Master's in Journalism from Columbia University and pursued further studies at NYU and the University of Paris Sorbonne. Soldevila held key editorial roles in major Dominican media and directed the School of Communication at PUCMM in Santo Domingo. A Knight-Wallace Fellow at the University of Michigan (2015), she continues to

champion press freedom and civic engagement in global education.



## Speakers November 26



**Bogdan Oprea, PhD in Communication Sciences, with a thesis on manipulation on social media, Head of the Journalism Department of the Faculty of Journalism and Communication Sciences, University of Bucharest, Senior Lecturer and specialist in the study of disinformation and manipulation.** He has 25 years of experience in journalism and communication in public administration. In recent years, among others, he has worked as a Spokesperson for the President of Romania and Head of the Public Communication Department within the Presidential Administration, Spokesperson for the Ministry of Regional Development and Tourism, Spokesperson for the Ministry of Health, and EU High-Level Adviser on Communication and Visibility of EU

Assistance and Reform Impact at the State Chancellery of the Government of the Republic of Moldova. Bogdan is the author of the "Online fake news and disinformation: recognize and verify. Handbook for all internet users" (2021, Polirom Publishing House, Iași; 2022, for 2nd edition) and the coordinator of the international interuniversity Blended Intensive Programme (BIP) type course "Online fake news and disinformation: recognize and verify", organized, within the CIVIS university alliance, by the University of Bucharest, together with Université libre de Bruxelles, and Universidad Autónoma de Madrid / "La Sapienza" Università di Roma. He has been invited to give more than 100 lectures, courses, workshops in the United States, Canada, New Zealand, France, Belgium, Germany, Italy, Spain, Portugal, Greece, Poland, Argentina, Uruguay, Senegal, Azerbaijan, Iraq, the Republic of Moldova and Romania. He is alumnus of scholarships of the United States Department of State, Ministère de l'Europe et des Affaires étrangères de France, and the European Commission, and his courses and teaching activity have been awarded several times by the Romanian Association of the Software and Services Industry - ANIS and by the Senate of the University of Bucharest. E-mail: [bogdan.oprea@unibuc.ro](mailto:bogdan.oprea@unibuc.ro)



**Dr Laurence Dierickx has a professional background in data and computer journalism.**

She holds a master's degree in information and communication science and technology and a PhD in Information and Communication Science. Her dissertation examined the implementation of news automation in newsrooms; through a socio-technical lens derived from science and technology studies. She is a postdoctoral researcher at the Department of Information

Science and Media Studies at the University of Bergen (Norway) since 2022, where she focuses on professional practices and processes in fact-checking from the perspective of developing responsible AI-based technology. She teaches data and digital investigative journalism at the Université Libre de Bruxelles (Belgium) and is a member of the ReSIC research centre. In 2024, she was accepted as a research fellow at the Digital Democracy Centre (x TrygFonden) at the University of Southern Denmark, where her research focused on the use of large language models in fact-checking. In 2025, she was appointed interim lecturer in AI at the Department of Information and Communication Science at ULB.



**Jérémy Jenard is a Communication Officer at Université libre de Bruxelles (ULB)**, where he oversees strategic communication initiatives for the "education" mission of the university. He also teaches Applied Communication as an Assistant Lecturer, bridging theory and practice for master's students. With experience in editorial coordination at the European level and a strong background in multilingual and digital communication, he specializes in shaping narratives that make higher education more accessible, engaging, and impactful. His work focuses on how communication can foster student success, institutional visibility, and meaningful connections between ULB and its community.

## Speakers November 27



**Laura Jousset is Head of Marketing and Communications at FARI – AI for the Common Good Institute Brussels (VUB & ULB).** Passionate about connecting science and society, she has worked at the intersection of science diplomacy, academic research, and European science networks — from fostering cooperation at the French Embassy in Belgium, to advancing research communication at the CNRS, and leading outreach at the European Chemical Society in Brussels. She holds a Master's degree in Multilingual Communication from ULB and is committed to making knowledge, research, and innovation accessible to

diverse audiences. At FARI, she drives strategies and initiatives that showcase how artificial intelligence, data, and robotics can serve the public good. In 2025, she was honored as a Brussels Business Event Ambassador by visit.brussels, in recognition of the success and impact of the FARI Brussels Conference 2024.



**Sezen Avci is Science Communication Officer at FARI – AI for the Common Good Institute.** Specialised in science communication and dissemination, she uses her expertise to promote and disseminate research in artificial intelligence. Her role is to make complex projects accessible, fostering understanding and dialogue between researchers, public administrations, businesses, and the general public, with a focus on the common good.





**Romain Bertrand is a Project Manager at the Université libre de Bruxelles (ULB),** where he leads the Academ·IA program within the AI Coordination Unit (CeCo·IA). The program is designed for the entire ULB community and focuses on promoting awareness and fostering critical thinking about generative AI in higher education and research. He holds a PhD in Sociology from Université Paris Dauphine (2023) and has prior professional experience as an AI consultant.



**Cédric Gilon is an AI engineer and training specialist at the Université libre de Bruxelles (ULB), where he works within the AI Coordination Unit (Cellule de Coordination de l'IA - CeCo·IA).** The unit leads Academ·IA, ULB's university-wide program on generative AI that promotes awareness and fosters critical thinking in higher education and research. He holds a PhD in Machine Learning from ULB.

## Practical details

- **Location of the Staff Week (26/11/2025 & 28/11/2025)** : ULB USquare campus, Boulevard Général Jacques 210, door AC, 1050 Brussels.  
<https://maps.app.goo.gl/haYn3UpRk2J6Xn4CA>



- **FARI Institute location (27/11/2025)**: [FARI – AI for the Common Good Institute](https://maps.app.goo.gl/xMSqLiR5vVRcyjxw9), Cantersteen 16, 1000 Brussels, Belgium.  
<https://maps.app.goo.gl/xMSqLiR5vVRcyjxw9>
- **Learning & Innovation Center (LIC) for the keynote panel (25/11/2025)** : Bd de la Plaine 2, 1050 Bruxelles <https://maps.app.goo.gl/TGPuT2Nn9WBS2RVz7>

## Public Transport

You can find information about the urban public transport in this link: [Accueil - STIB](#)

### From Brussels Airport Zaventem:

- **To Usquare Campus**: Direct train to Etterbeek Station  
<https://maps.app.goo.gl/qgiZy7GaVcWniECs8>
- **To Learning and Innovation Center (LIC) Plaine Campus**: Train to Etterbeek Station and then walk 12 minutes.  
<https://maps.app.goo.gl/q8VyyzVAAZkY4CBUg>

**From Brussels South Railway Station (Bruxelles Midi):**

- **To Usquare Campus** : Metro lines 2/6 (direction 'Elisabeth, 3 stops) to 'Louise', then bus 95 (direction Wiener) and stop at 'Delporte' then walk 4 min

- **To Learning and Innovation Center (LIC) Plaine Campus:**

3 Options:

1. Metro lines 2/6 (direction 'Elisabeth) and stop at 'Porte de Namur', then bus 71 direction Delta and stop at 'Fraiteur' - then walk 9 min.
2. Metro lines 2/6 (direction 'Elisabeth) and stop at 'Arts-loi', then Metro line 5 direction Herrman-Debroux and stop at 'Hankar' - then walk 13 min.
3. Metro lines 2/6 (direction 'Elisabeth) and stop at 'Louiza', then bus 95 direction Wiener and stop at 'Etterbeek Gare' - then walk 12 min.

## Wi-Fi Connection

Normally you can connect to Eduroam using your university's credentials. Non-university participants can create a Guest account to use Eduroam:

1. Go to <https://www.guestroam.be/> (Belnet GuestRoam interface);
2. Choose "Université libre de Bruxelles" for the "Institution you wish to visit";
3. Choose "ALL" for the "Department/Event you wish to visit". Add Marie Ugeux as "Contact person". You will receive the codes within a few minutes.

## Hotel recommendations

### [Hotel Barsey by Warwick](#)

381-383 Avenue Louise, 1050 Brussels  
+32 2 641 51 30

### [Thon Hotel Bristol Stephanie](#)

91-93 Avenue Louise, 1050 Brussels  
+32 2 543 33 11

### [Ibis Hotel](#)

212 Avenue Louise, 1050 Brussels  
+32 2 644 29 29

### [NH Stephanie Brussels](#)

Rue Jean Stas, 1060 Brussels  
+32 2 537 42 50

### [HYGGE Hotel](#)

31-33 Rue des Drapiers 1050 Brussels  
+32 2 274 28 00

### [Hotel Fondation Universitaire](#)

11 Rue d'Egmont 1000 Brussels  
+32 2 545 04 00

### [Novotel Brussels](#)

120 Rue du Marché aux Herbes 1000 Brussels  
+32 2 620 04 29

### [Jam Hotel](#)

132 Chaussée de Charleroi 1060 Brussels  
+32 2 537 17 87

**Hotel Chambord**

82 Rue de Namur 1050 Brussels

+32 2 548 99 10

**Hotel Agenda**

6 Rue de Florence 1000 Brussels

+32 2 539 00 31