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*"Communications in a Changing Europe –
the Implications for Higher Education Public Relations"*

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Peter Green has worked in advertising and public relations for over 25 years. From the early 1970's he worked as a UK government publicity and press officer for scientific and technical departments. He has been at the forefront of efforts to introducing digital media to communications work. His final two government posts were as Head of Publishing and Publicity at the Natural Resources Institute, the UK's tropical agricultural research establishment, and Head of Information at the Particle Physics and Astronomy Research Council. His international experience includes film-making in Eastern Europe and the chairmanship of an international publishing initiative. Whilst at PPARC he created the AlphaGalileo research news service. In 2003 he established AlphaGalileo Foundation and independent not-for-profit company. He is now working with European colleagues on the Communiqué initiative to enhance the role and performance of the European research community's media liaison work.