

AGENDA

SETTING THE AGENDA FOR SOCIAL, PRIVATE AND PUBLIC ORGANIZATIONS In a disintermediated world where leaderships contemplate their own selfies

April 23, Rome from 5 to 7.30 pm
Address: Sede Edison – Via del Quirinale, 26

5-5.20 pm
Welcome

MARCO MARGHERI
Director of Institutional Relations Edison Spa

PATRIZIA RUTIGLIANO
Director of Institutional Relations and Communication Snam, President Ferpi

SIMONETTA PATTUGLIA
Professor of Marketing, Communication and Media, Director of the Master in Economics Management of Communication and Media, University of Rome Tor Vergata,
President of the Commission to update and Professional Specialization (CASP), Ferpi

5.20-5.35
Introduction

TONI MUZI FALCONI
Global PR, Professor of Theory and Techniques of Public Relations - University of Rome Lumsa,
Associate Ferpi

5.35-6.00
Guest Speaker

ROLAND SCHATZ
CEO Media Tenor International

Analysis of the international public speech about:

- Papa Francesco and Catholicism
- Matteo Renzi and Italy

6.00 – 7.00

Debate

CARLO FORNARO

Founder e CEO of “Scomunicare”, Expert in Corporate Communication

MARCO MARGHERI

Director of Institutional Relations Edison Spa

PATRIZIA RUTIGLIANO

Director of Institutional Relations and Communication Snam, President Ferpi

CARLO MARRONI

Journalist, Vaticanist “Il Sole 24 Ore”

GIUSEPPE ONUFRIO

Executive Director of Greenpeace Italy Onlus

GUSTAVO PIGA

Professor of Economics, Director of the Bachelor Degree “Global Governance” -
University of Rome Tor Vergata

Intervenues:

SPECIAL MEMBER OF THE GOVERNMENT

7.00

Q & A & Conclusion

Official Language: English