

Morning Agenda

- 10:00 **Welcome & opening**
- 10:15 **Surfing a Reputation Crisis**
Panel discussion
- 11:00 **Building a strong and sustainable "Strategic Creative Concept" to position a brand**
Oswaldo Adinolfi
- 11:45 **Current strategic communication priorities**
What are companies focusing on
- 12:15 **The role of "ethics" in today's business world**
Giampaolo Azzoni, Full Professor at University of Pavia (Faculty of Law and Faculty of Communication)
- 12:45 **Networking Lunch**

Afternoon Agenda

- 14:00 **Strategic communication priorities**
Focus areas, similarities and differences
- 14:30 **Media monitoring and management**
Panel discussion
- 15:15 **Closing remarks**
- 15:30 **Coffee and snacks**

RLN Members

Guests

