

CRISIS MANAGEMENT & COMMUNICATION

SEMINARS ORGANIZED BY THE "ENTERPRISE COMMUNICATION MANAGEMENT" COURSE
M.A. IN "ECONOMICS AND COMMUNICATION FOR MANAGEMENT AND INNOVATION"

INTRODUCTION AND MODERATION BY CHRISTIAN RUGGIERO

Monday March 27, 2017 - **INTERNAL CORPORATE COMMUNICATION**
Biagio Oppi, Delegate of Ferpi Emilia Romagna
Stefano Martello, Communications consultant

Monday April 3, 2017 - **SOCIAL MEDIA IN THE MANAGEMENT
PROCESSES AND RESPONSE TO THE CRISIS**
Simone Mulargia, Sapienza University in Rome
Riccardo Rita, Department of Civil Protection

Monday April 10, 2017 - **ENVIRONMENTAL COMMUNICATION**
Gabriele Bellocchi, Vice-President of the Italian Red Cross
Marco Casini, Sapienza University in Rome

Monday May 8, 2017 - **NATURAL DISASTERS: BETWEEN CRISIS
AND OPPORTUNITIES**
Francesca Comunello, LUMSA University
Margherita Russo, Modena e Reggio Emilia University

Monday May 15, 2017 - **HUMANITARIAN EMERGENCIES:
AGAINST THE MEDIA MAINSTREAM**
Tommaso Della Longa, Spokesperson Italian Red Cross
Giampiero Gramaglia, International Affairs Institute

*Seminario riconosciuto come valido dall'Ordine dei Giornalisti del Lazio
per l'acquisizione dei crediti formativi professionali obbligatori*

SEMINARS WILL BE HELD BETWEEN 16.00 AND 18.00 IN ROOM 8A
FACULTY OF ECONOMICS, VIA DEL CASTRO LAURENZIANO, 9

DIPARTIMENTO
DI MANAGEMENT

DIPARTIMENTO
DI COMUNICAZIONE
E RICERCA SOCIALE



SAPIENZA
UNIVERSITÀ DI ROMA