



università
iulm

Corporate Communication International Week

March 21-22-23, 2022

The second edition of IULM Corporate Communication International Week is about to start. A 3-day online event with international speakers not to be missed, taking place from March 21 to 23, 2022

On Campus Programme

Monday, March 21 (All times are in CET)

9.30-10.50

Room 511

PUBLIC RELATIONS AS SOCIAL RESPONSIBILITY

Ana Adi
Quadriga University of Applied Science,
Germany

Room 531

UNDERSTANDING YOUR TARGET AUDIENCE: AN EMPATHY MAP, NEEDS AND CREATIVE STRATEGIES

Jolanta Guzaite Quintus
Vilnius University, Lithuania

Room 541

THE HUNT FOR VISUAL TRENDS IN COMMUNICATION

Sarah Vierstraete
Howest University, Belgium

11.00-12.20

Room 511

"THEY DIDN'T GET IT!" NARRATIVE CHOICES IN SEEKING ANGEL INVESTOR FUNDING

Ismael Arinas Pellon
Universidad Politecnica de Madrid, Spain

Room 531

UNDERSTANDING PUBLIC RELATIONS PRACTICES IN CLASSICAL MUSIC INDUSTRY IN EUROPEAN CONTEXT

Rina Yunita Sitorus
International School of Business HAN
University of Applied Sciences, The
Netherlands

Room 541

STRATEGIC LISTENING

Mats Heide
Lund University, Sweden

12.30-13.50

Room 511

CRISIS COMMUNICATION IN INSANE CONDITIONS

Jolanta Derkevica-Pilskunga
Turiba University, Latvia

Room 531

CORPORATE COMMUNICATION: CULTURAL AWARENESS FOR AN INTERCULTURAL APPROACH

Don Zwiers
University of Leiden, The Netherlands

14.00-15.20

Room 511

MARKETING STRATEGY AND BRAND POSITIONING

Andy Embo
Leuven Limburg, Belgium

Room 541

LUXURY STORYTELLING: ALIGNING HERITAGE WITH INNOVATION

Marta Marcheua
Ecole de Communication Paris, France

for further information visit iulm.it,
or write to studyabroad@iulm.it

Tuesday, March 22 (All times are in CET)

9.00-10.20

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MARCH 21 9.30-11.00

THE NEXT MARKETING LEADER-CHALLENGES AND OPPORTUNITIES

Nino Carvalho
IPAM School of Marketing, Portugal

MARCH 21 11.00-12.30

WORKING TOGETHER AS A GLOBAL GROUP: AUSTRALIA, ITALY AND JAPAN

Annette Condello
Curtin University, Australia

MARCH 21 12.30-14.00

HUMAN RESOURCES MANAGEMENT IN THE "NEW NORMAL"

Khaoula Ben Mansour
Economic and Management Sciences Faculty of Tunis, Tunisia

MARCH 22 9.00-10.30

SUSTAINABILITY AND COMMUNICATION

Annemoon Kentin
Hogeschool Arnhem Nijmegen, The Netherlands

MARCH 22 10.30-12.00

CONTEMPORARY PR PRACTICES IN THE COVID-19 ERA

Banu Biçakçi
Izmir University of Economics, Turkey

MARCH 22 12.00-13.30

COMMERCIAL INNOVATION AS A DRIVER OF BUSINESS GROWTH

Ana Suarez Vazquez
University of Oviedo, Spain

MARCH 22 13.30-15.00

WHAT IS 'CREATIVITY' IN PUBLIC RELATIONS?

Rudiger Theilmann
Leeds Beckett University, UK

MARCH 23 9.00-10.30

INTRODUCING A NEW PERSPECTIVE ON BRANDING: A CLEAR DISTINCTION BETWEEN DIFFERENT SCHOOLS

Patrick Van Thiel
Leiden University of Applied Sciences

MARCH 23 10.30-12.00

THE 'NEXT' NORMAL: EMPLOYEES AS COMMUNICATION PARTNERS

Aniisu Verghese
Sabre Poland, Poland

MARCH 23 12.00-13.30

CULTURAL CLASHES IN ADVERTISING

Claudia Diers-Linke
The Hague University of Applied Sciences, The Netherlands

MARCH 23 13.30-15.00

ADVERTISING, CREATIVE LEADERSHIP AND CORPORATE COMMUNICATION IN THE LEGAL WORLD: CHALLENGES AND PERSPECTIVES FROM CASE STUDIES

Victor Quintiere
Centro Universitário de Brasília-DF /UniCEUB, Brazil

[sign up for the specific lectures](#)