



università
iulm

Communication International Week

March 21-22-23, 2022

The second edition of IULM Communication International Week is about to start. A 3-day 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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UNDERSTANDING PUBLIC RELATIONS PRACTICES IN CLASSICAL MUSIC INDUSTRY IN EUROPEAN CONTEXT

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9.00-10.20

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Online Programme (All times are in CET)

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](#)