



Corporate Communication International Week

MARCH 22-25, 2021

The first edition of IULM Corporate Communication International Week is about to start. A 4-day online event with international speakers not to be missed, taking place from March 22 to 25, 2021

PROGRAMME

MONDAY MARCH 22

9.00-10.30 (CET TIME)

CORPORATE COMMUNICATION IN INTERNATIONAL ENVIRONMENTS

Ludovica Maggi, Michèle Pons,
Nathalie Lorrain
Isit - France

10.30-12.00 (CET TIME)

INTERCULTURAL INTELLIGENCE IN INTERNATIONAL CORPORATE COMMUNICATION

Ludovica Maggi, Michèle Pons,
Nathalie Lorrain
Isit - France

12.00-13.30 (CET TIME)

DEVELOPING THE RIGHT SKILLS TO COMPETE IN A DIGITAL ENVIRONMENT

Giuseppe Marazzotta
Amazon Web Services - Singapore

13.30-15.00 (CET TIME)

INNOVATION AND ENTREPRENEURSHIP

Robrecht Van Goolen
UC Leuven-Limburg - Belgium

13.00-15.00 (CET TIME)

HOW CULTURAL DIMENSIONS IMPACT CORPORATE COMMUNICATION

Fernando Bonete
Universidad CEU San Pablo - Spain

15.00-16.30 (CET TIME)

COMMUNICATING SUSTAINABILITY: NEW TRENDS

Tania Ouariachi
Hanze University of Applied Sciences - The Netherlands

15.00-16.30 (CET TIME)

DIGITAL ESCAPE ROOM EXPERIENCE AN ODYSSEY THROUGH EUROPE

Elizabeth Frank
Universidad CEU San Pablo - Spain

16.30-18.00 (CET TIME)

"THEY JUST DON'T GET IT": WHEN EMPLOYEES HAVE PROBLEMS COMMUNICATING

Ismael Arinas Pellón
Universidad Politécnica de Madrid - Spain

TUESDAY MARCH 23

9.00-10.30 (CET TIME)

INTERCULTURAL INTELLIGENCE IN INTERNATIONAL CORPORATE COMMUNICATION: CASE STUDY ON INTERNAL COMMUNICATION

Nathalie Lorrain
Isit - France

10.30-12.00 (CET TIME)

INTERCULTURAL INTELLIGENCE IN INTERNATIONAL CORPORATE COMMUNICATION: CASE STUDY ON EXTERNAL COMMUNICATION

Michèle Pons
Isit - France

12.30-13.30 (CET TIME)

HOW TO COMMUNICATE "PURPOSE" IN CORPORATE COMMUNICATION

Rudiger Theilmann
Leeds Beckett University - UK

12.30-13.30 (CET TIME)

ACTIVIST PR: STRATEGIES & TACTICS FOR SOCIAL CHANGE

Banu Bıçakçı
Izmir University of Economics - Turkey

13.30-15.00 (CET TIME)

COMMUNICATION STRATEGIES FOR LUXURY COMPANIES IN THE DIGITAL AGE

Marta Marcheva
EFAP, School of Communication - France

13.30-15.00 (CET TIME)

MARKETING IN A CROSS-CULTURAL ENVIRONMENT

Anna Kowalska
University of Applied Sciences Leiden - The Netherlands

15.00-16.30 (CET TIME)

INTRODUCTION TO THE NETWORK SOCIETY

Mehdi Ghassemi
Istc, Université Catholique De Lille - France

15.00-16.30 (CET TIME)

CULTURAL CLASHES IN ADVERTISING

Claudia Diers-Lienke
The Hague University of Applied Sciences - The Netherlands

16.30-18.00 (CET TIME)

GREEN INTELLECTUAL CAPITAL AND KNOWLEDGE MANAGEMENT IN INDUSTRY 4.0

Irene Martín - Rubio
Universidad Politécnica de Madrid - Spain

WEDNESDAY MARCH 24

9.00-10.30 (CET TIME)

FUTUREPROOF MAKING COMMUNICATION PROFESSIONS DIVERSE

Ana Adi
Quadriga University of Applied sciences - Germany

10.30-12.00 (CET TIME)

MANAGEMENT LESSONS AFTER THE COVID-19 PANDEMIC

Florina Pinzaru
Snsipa National University Of Political Studies And Public Administration - Romania

12.00-13.30 (CET TIME)

COMPLEX COMMUNICATION: SOCIAL UPHEAVAL, COVID-19 AND THE NEW ISSUES & CRISIS MANAGEMENT

Ernesto Escobar
Universidad Adolfo Ibáñez - Chile

13.30-15.00 (CET TIME)

BE AWARE OF INTERCULTURAL DIFFERENCES TO MINIMIZE RISKS IN INTERNATIONAL PROJECTS

Rocío Rodríguez-Rivero
Universidad Politécnica de Madrid - Spain

13.30-15.00 (CET TIME)

COMMUNICATION OF ORGANIZATIONS: INTEGRATE YOUR COMMUNICATION AND WORK OUT A MARKETING COMMUNICATION PLAN

Robrecht Van Goolen
Uc Leuven-Limburg - Belgium

15.00-16.30 (CET TIME)

KNOWING THE CONSUMER BEHAVIOR IS THE BASIS FOR MARKETING ACTIVITIES

Gloria Aznar
Universidad Ceu San Pablo - Spain

16.30-18.00 (CET TIME)

INTRODUCTION TO SOCIAL LISTENING

Vladimir Stojkovic
Haier Europe

15.00-16.30 (CET TIME)

WHY DO WE LIKE WHAT CHIARA FERRAGNI LIKES? PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA INFLUENCER MARKETING

Jens Hagelstein
Leipzig University - Germany

THURSDAY MARCH 25

9.00-10.30 (CET TIME)

INTERNAL COMMUNICATION AND ITS ROLE IN AN ORGANIZATION

Anja Špoljarić
University Of Zagreb - Croatia

10.30-12.00 (CET TIME)

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

Jolanta Guzaitė - Quintus
Vilnius University - Lithuania

12.00-13.30 (CET TIME)

HUMANS AND MACHINES: THE NEXT STEP FOR RELATIONSHIPS

Nino Carvalho
IPAM - Portugal

12.00-13.30 (CET TIME)

THE SURVEY AS MARKETING RESEARCH TOOL IN UNCERTAIN TIMES

Ana Suárez Vázquez
Universidad De Oviedo - Spain

13.30-15.00 (CET TIME)

BRANDING AND COUNTERBRANDING IN A COMPLEX MEDIA ENVIRONMENT

Audra Diers-Lawson
Leeds Beckett University - UK

13.30-15.00 (CET TIME)

INTRODUCTION ON MARKETING STRATEGY AND SALES MANAGEMENT

Robrecht Van Goolen
UC Leuven-Limburg - Belgium

15.00-16.30 (CET TIME)

CUSTOMER EVALUATIONS "IN THE WILD"

Sae Oshima
Bournemouth University - UK