

# PR ROMAN FORUM

## GREEN COMMUNICATIONS

## GREEN RESPONSIBILITY

## SUSTAINABLE HERITAGE

# ESG

## DRAFT OF THE PROGRAM

## WELCOME! 27 / 28 / 01 / 2026

### 1<sup>ST</sup> DAY — 27<sup>TH</sup> JANUARY

---

**08:30-09:30** **REGISTRATION**

**09:30-09:45** **CEREMONIAL OPENING**

**Richard Linning**

*President of the World Innovation and Change Management Institute / WICMI,  
United Kingdom*

**Filippo Nani**

*President of Federazione Relazioni Pubbliche Italiana (FERPI),  
Italy*

**Antonella Melito**

*Councillor of the Capitoline Assembly of Rome,  
Italy*

**09:45-11:00** **ROUNDTABLE:**

**"Green communication Green responsibility"**

**MODERATOR:** Dan Gerrella

*CIPR- The Chartered Institute of Public Relations / CIPR Elected President 2027,  
United Kingdom*

**PARTICIPANTS:**

**Massimo Castellano**

*Chairman - General Manager at Blue Planet Economy,  
Italy*

**Alexander Dourchev**

*International Communications Consultancy Organisation  
/ ICCO European President,,  
Bulgaria*

**Caterina Banella**

*Member of FERPI,  
Ambassador and Head of the Rome Chapter of Global Women in PR,  
Italy*

**Justin Green**

*President of Global Alliance,  
Ireland*

**The panel participants from other international associations will be announced.**

**11:00-11:30** **COFFEE BREAK**

## SUSTAINABLE HERITAGE I

---

**11:30-11:50** Carlos Chaguaceda Alvarez  
*Director of Communications at Prado Museum,  
Spain*

**11:50-12:10** **GRAND EGYPTIAN MUSEUM**

Aya Karam Kordy  
*Executive Advisor to the CEO  
Egypt*

**12:10-12:30** **ESTABLISHING A SUSTAINABLE HERITAGE TOURISM  
IN ZAGREB COUNTY.**

Ivana Alilovic  
*Director of Zagreb County Tourist Board,  
Croatia*

**12:30-12:50** Esra Bideci  
*Archeologists at the Ephesus UNESCO World Heritage Center,  
Türkiye*

**12:50-13:10** **HOW THE UN'S SUSTAINABLE DEVELOPMENT GOALS  
CAN HELP COMPANIES GROW THEIR BUSINESSES**

James McQueeney (TBA)  
*Adjunct political media professor,  
Fellow, Sacred Heart U,  
USA*

**13:10-14:30** **LUNCH TIME**

**14:30-15:45** **ROUNDTABLE:  
"Media Responsibility in Sustainable Green Communication"**

**MODERATOR:** Carlo Castorina  
*Founder & Director at Mediatrends,  
Italy*

**PARTICIPANTS:** TBA

**15:45-16:15** **PR TALK  
DEBUNKING CLIMATE CHANGE: THE "ECLIPSE PAPERS"**

Francesco Rotolo      talks with      Prof. Alberto Pirni  
*Executive Director for Institutional  
and Business Relations at WICMI,  
Founder and Head of Strategy at Storyfly.  
italy*

*Associate Professor, Director of the "Eclipse"  
Initiative at Scuola Superiore Sant'Anna,  
Italy*

**ARTIFICIAL INTELLIGENCE GAMECHANGING**

---

**15:40-16:00** **HOW AI IS TRANSFORMING US AND COMMUNICATIONS**

Rita Di Antonio  
*Communications Manager @ Microsoft,  
Italy*

**16:00-16:10** **CONCLUSION OF THE FIRST DAY**

Francesco Rotolo  
*Executive Director for Institutional and Business Relations at WICMI,  
Founder and Head of Strategy at Storyfly.  
italy*

## 2<sup>ND</sup> DAY — 28<sup>TH</sup> JANUARY

---

**09:00-09:30 REGISTRATION**

**09:30-09:40 2<sup>ND</sup> DAY OPENING / INTRODUCTION**

**Danijel Koletić**

*President of the Organizing Committee, Secretary General of WICMI,  
Croatia*

**Biagio Oppi**

*External Communications Director at FERPI,  
Italy*

### SUSTAINABLE HERITAGE II

---

**09:40-10:00 Anthony Pickles**

*Director of Communications at The British Museum,  
United Kingdom*

**10:00-10:20 STRATEGIC APPROACHES TO THE PRESERVATION AND  
DEVELOPMENT OF SUSTAINABLE CULTURAL HERITAGE  
IN THE MUSEUMS OF THE CROATIAN ZAGORJE**

**Jurica Sabol**

*Director,  
Croatia*

**10:20-10:40 Tatiana Kirova**

*Global Senior Consultant at UNESCO,  
Bulgaria*

**10:40-11:00 Stephen Valentine**

*Executive Director, Timeship Foundation,  
United States of America*

**11:00-11:45 BRUNCH BREAK**

**11:45-12:10 CEREMONIAL SIGNING OF THE "ROMAN DECLARATION  
OF GREEN COMMUNICATION RESPONSIBILITY**

*PRESENTED BY:*

**Kağan Konçak**

*Communications Consultant  
Founder of Roke Communications Consultancy,  
Türkiye*

### GREEN COMMUNICATIONS, GREEN RESPONSIBILITY

---

**12:10-12:30 RESPONSIBLE SUSTAINABILITY**

**Luca Guglielmi**

*Media Relation & Communication Manager press Axpo,  
Italy*

**12:30-12:50 PROTECTING REPUTATION IN THE AGE OF GREENWASHING**

**Lorenzo Brufani**

*Competence Founder & CEO,  
Italy*

## SUSTAINABILITY/PEACE/ KNOWLEDGE

- 12:50-13:10** **Alex Moschetta**  
*External Relations at "Comunità S. Egidio"*  
*Communication and Public Relations Specialist,*  
*Italy*
- 13:10-13:30** **Chiara Valentini**  
*Ph.D., Professor and Head of Corporate Communication*  
*Jyväskylä University School of Business & Economics (JSBE)*  
*Adjunct professor of Strategic Communication,*  
*IULM University, Milan*  
*Italy*
- 13:30-13:50** **Božidar Domagoj Burić**  
*Director, screenwriter and producer*  
*at Croatian Radiotelevision,*  
*Croatia*
- 13:50-14:10** **CONCLUSION OF THE SECOND DAY**  
**Biagio Oppi**  
*Delegate for International Relations in FERPI*  
*- Federazione Relazioni Pubbliche Italiana*  
*italy*

### ORGANIZED BY



### OPERATIONAL SUPPORT



### COMMUNICATION SUPPORT



### ENDORSED BY



## WORLD'S BEST OF THE BEST

**15:00-16:30** **PRO PR GLOBE COMMUNICATION  
ACHIEVEMENT AWARDS CEREMONY**  
[proprglobeawards.com](http://proprglobeawards.com)

FIND OUT MORE  
[pr-romanforum.com](http://pr-romanforum.com)

Notice:  
TBA = To Be Announced  
TBC = To Be Confirmed

**PR ROMAN FORUM**  
**GREEN COMMUNICATIONS**  
**GREEN RESPONSIBILITY** **ESG**  
**SUSTAINABLE HERITAGE**