

PR ROMAN FORUM

GREEN COMMUNICATIONS GREEN RESPONSIBILITY SUSTAINABLE HERITAGE

ESG

DRAFT OF THE PROGRAM

WELCOME! 27 / 28 / 01 / 2026

1ST DAY — 27TH 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 McQueeny (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*

2ND DAY — 28TH JANUARY

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

09:30-09:40 **2ND 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 Moscetta

*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*

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OPERATIONAL SUPPORT



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**WORLD'S BEST
OF THE BEST**

15:00-16:30 PRO PR GLOBE COMMUNICATION
ACHIEVEMENT AWARDS CEREMONY
proprglobeawards.com

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pr-romanforum.com



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

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