



**"Crisis Communication and Coronavirus".**

**Connexia, in collaboration with Ferpi,  
presents**

**Wake Up Innovators | Webex Special Edition**

**Guests: Luigi Norsa and Davide Rosi.**

*Thursday 12 March: Connexia hosts an online webinar  
to analyse the most effective communication strategies to adopt  
ahead of the coming months  
on the Cisco Webex  
platform.*

*This occasion will bring together Luigi Norsa, Founder of Luigi Norsa &  
Associates, and Davide Rosi, Managing Director of BCD Travel Italy, to  
discuss the topic of crisis communication.*

Milan, 10 March 2020 - **Connexia**, an independent marketing and communication agency, in collaboration with **Ferpi**, **the Italian Federation of Public Relations**, presents **Wake Up Innovators | Webex Special Edition**, the first date in a cycle of

meetings focussing on innovation dedicated entirely to crisis communication.

The event, which will be free access and wholly digital, aims to offer an opportunity for analysis and debate on the impact of Coronavirus on business and corporate communication strategies, as well as a concrete signal and an invitation to companies to organise their work in an agile way, changing their processes and exploiting the remote working platforms that are already available and operational.

**"Crisis Communication and Coronavirus: analyses and suggestions for confronting the coming months in the best way"**: this occasion, featuring an **online webinar** which is accessible via the **Cisco Webex** platform, will host communication professionals as well as directors and managers from all sectors that have been impacted by the emergency conditions caused by the Coronavirus, and is scheduled to take place on Thursday 12th March at 9:00.

The guests of the talk, which will be chaired by **Zornitza Kratchmarova**, Corporate Communication Director at Connexia, will be **Luigi Norsa**, Founder of **Luigi Norsa & Associates**, a consultancy company that specialises in Crisis and Issue Management, and President of the Proviriri Ferpi College, as well as **Davide Rosi**, Managing Director of **BCD Travel Italy**, the third travel company in the world with a revenue of approximately 350 million euros in Italy and 27 billion worldwide.

Free event subject to registration [@Cisco Webex](#)

WAKE UP INNOVATORS | Webex Special Edition

Thursday 12 March

9:00 - 10:00

[@Webex](#)

### **Luigi Norsa**

Founder of Luigi Norsa & Associates in 1999, Luigi Norsa graduated in chemistry and has more than two decades of experience in marketing and communication within international companies. He initially worked with multinational companies in the chemical, pharmaceutical and IT sectors before spending ten years working as an executive in management consultancy companies such as Burson-Marsteller, Hill & Knowlton, and Edelman in public affairs and communication strategies.

During his career, Luigi Norsa has assisted major international companies facing complex issues, from environmental, legislative and health-related issues to delicate restructuring operations or the management of serious crisis situations in the fields of food, chemicals, cosmetics, pharmaceuticals, finance, and transportation. Luigi Norsa is Professor of Issue and Crisis Communication at the IULM University in Milan, and is the author of many texts and publications.

### **Davide Rosi**

Managing Director of BCD Travel Italia since 2003, Davide Rosi began his experience in the travel sector in 1998 in his role of Director of Organisation and Development in H.I.T. (Holding Italiana Turismo).

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Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056  
C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

[info@connexia.com](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.

Prior to this, he gained 8 years of multi-sector experience in the role of Senior Manager at Roland Berger & Partners, one of the world's most highly rated business consulting firms.

Since 2001 he has been the owner of Ulysse2, a management and strategic consulting firm specialising in the travel sector as well as being active in other sectors.

In 2018 he joined the Board of FTO (the Federation for Organised Tourism) and the advisory board of the Italian division of GBTA (Global Business Travel Association).

He gives lectures and talks in the classroom, collaborating with the courses offered by Milan's Catholic University of the Sacred Heart, the University of Milan-Bicocca, and the Alma Mater Studiorum University of Bologna.

## **Connexia**

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)

## **Ferpi - Italian Federation of Public Relations**

FERPI, the Italian Federation of Public Relations, has represented communication and public relations professionals in Italy for 50 years, helping those for whom communication is a profession or a subject for research, study and teaching every day. FERPI is committed to enhancing the profession of communicators among its target audiences, supporting the professional growth of its members through training, offering constant updates thanks in part to international discussion, and promoting a culture of sustainability. [www.ferpi.it](http://www.ferpi.it)