



Wake Up Innovators RESTART
**Connexia analyses the role of information, between
emergency and “restarting”.**
Guest: Andrea Delogu.

On Thursday 14 May, Connexia’s series of meetings dedicated to the subject of “restarting” continues. This time it is the turn of media and information: essential during the emergency, what role will they play during Phase 2?

Guest: Andrea Delogu, Vice Director General of Information for the Mediaset Group.

Milan, 11 May 2020 – The seventh episode of **Wake Up Innovators | RESTART**, the series of weekly meetings organised by **Connexia** and dedicated to “restarting” after the Covid-19 emergency.

As a free and wholly digital event, *Wake Up Innovators | RESTART Special Edition*

offers an opportunity for concrete analysis and open discussion with the major players of Italian industry, to take stock of business and strategies for responding and restarting.

This week, the guest in Connexia's "digital lounge" will be **Andrea Delogu**, Vice Director General of Information for the Mediaset Group. This event will offer an exclusive demonstration of how information has been called upon to adapt and evolve suddenly, in response to the emergency and at a historic moment, to the needs and perceptions of individuals and communities. The frantic succession of news and updates on the pandemic and the media bombardment during the emergency have triggered numerous reflections on the "social" role of the media, on the ethics of information, and on the dangers of fake news. And, last but not least, on the role that the media will play with regard to "restarting". Zornitza Kratchmarova, Corporate Communication Director at Connexia, will do the honours.

Free **live streaming** event subject to registration on the [@Cisco Webex](#) platform.

WAKE UP INNOVATORS | RESTART
Thursday 14 May
9.00 – 10.00
[@Cisco Webex](https://bit.ly/2Yli3Ru) (<https://bit.ly/2Yli3Ru>)

Andrea Delogu

Andrea Delogu is Vice Director General for the Mediaset Group. After gaining a Classics high school diploma (Sassari, 1979), he graduated in Law (Sassari, 1984), Political Sciences (Sassari, 1988), and Philosophy (Milan, 2007), specialising in Business Administration at the Adriano Olivetti Institute (ISTAO) in Ancona in 1984/85.

In 1977 he took his first steps towards the world of Communication, first of all in radiophony and then, from 1981 to 1984, in journalism, collaborating with the daily newspaper 'La Nuova Sardegna' in Sassari.

In July 1986, Delogu joined Arnoldo Mondadori Editore. In July 1988 he was engaged by Arnoldo Mondadori Editore in the management of human resources and trade union relations.

In 1991 he transferred to Sandoz Prodotti Farmaceutici/Novartis in the role of Internal Relations Coordinator.

In 1992 he joined Reti Televisive Italiane-RTI (the Fininvest Group), where he was Personnel Manager of the production centres and network departments.

A manager since 1997, as Head of Journalistic Personnel of RTI (Mediaset) from January 1998 to December 2000 within the Videotime Production Department (Mediaset Group), Delogu was the Productive Resources Coordinator, involved in the planning and organisation of the work of approximately 200 editorial and technical-productive resources.

From January 2001, still at Mediaset, he became Vice Director for News Coordination and, from December 2005, Director of Productive Coordination in the Information Division.

From 2006 to 2010 Delogu was Director of News Productions, with responsibility for the budgets of information programmes, the supervision of management and production issues for the Group's publications and optimisation of journalistic resources (TG5, TG4, Studio Aperto, Videonews, TGCOM, NewsMediaset). Since 2010, Andrea Delogu has held the position of Deputy General Manager of the Mediaset Group's Information Department.

Connexia

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It is excellence in media management.

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