MARKETING / COMMUNICATION / BUSINESS DEVELOPMENT

MAURO FANFONI

Strategy, content and relationships. A career connecting Italy and Brazil.

Editorial projects, digital communication, tourism, PR and international relations.

EXPERIENCE AND PROJECTS / ITALY-BRAZIL

International experience. Practical vision.

I am a marketing and strategic communication consultant. I support businesses and projects in defining their positioning, shaping messages and developing professional relationships.

My career combines editorial leadership, corporate communication, PR, tourism and digital consultancy. I bring a focus on context to every project: understanding people, recognising opportunities and building connections that support development.

Between Rome and São Paulo, I connect markets, cultures and professional networks. I work in Italian, Portuguese and English.



VISION + CREATIVITY

Three areas of expertise. One integrated approach.

01

Marketing

Positioning, value proposition and initiatives aligned with the audience and market.

Brands / Tourism / Lifestyle

02

Strategic communication

Identity, messages and content that make people, businesses and projects distinctive.

Publishing / PR / Digital

03

Business Development

Opportunities, partnerships and professional relationships between Italy and Brazil.

Connections / Markets / Relationships

Listening and context / Strategic direction / Connections and development / Implementation and review

A career, project by project.

SELECTED EXPERIENCE

28 EXPERIENCES AND PROJECTS

CapUrbs	Personal project	05
Design em 2 Minutos	Podcast	06
Direto da Itália	Video series	07
ITALCAM	2024	08
WeCommunication	2021-2023	09
A sua melhor comunicação	2022	10
Grupo ADMA	2022-2023	11
Forme & Superfici	2021-2024	12
AmoRoma	2022	13
Parma, la città del buon vivere	2020	14
FutureFly	2020-2022	15
Optima Naturals	2019-2020	16
QMagazine	2018-2020	17
IGLTA	2019-2020	18
Paisley43121	2017-2020	19
Cantabria Labs Difa Cooper	2017	20
Adamis Group Italia	2008-2018	21
Wonderful Indonesia	2012	22
Incredible India	2009-2012	23
Villa Gussio	2009	24
Santa Tecla Palace / Etnacoast	2006-2008	25
Saxony	2006-2008	26
Villa Poseidon	2008	27
Duckce	2004-2006	28
Konrad Travel	2004-2014	29
Trollbeads	2006	30
Air Europa	2001-2004	31
Editorial collaborations	2002-2012	32

PRESS OFFICE AND EVENTS → 33

PERSONAL PROJECT

CapUrbs

THE PROJECT

Rome’s myths, curiosities and secrets told in short videos for Brazilian audiences, using artificial intelligence.

MY ROLE

Conceiving and developing the cultural storytelling project, from writing content to building video narratives with digital tools and artificial intelligence.

CAPURBS



Rome between history and legend.

ROME

History and legend

VIDEO

Short-form storytelling

PORTUGUESE

Brazilian audience

ITALY / BRAZIL · EDITORIAL PROJECTS AND CONTENT

PERSONAL PROJECT

Design em 2 Minutos

THE PROJECT

Practical tips, ideas and inspiration for interior design in two-minute Spotify episodes, created for Brazilian audiences.

MY ROLE

Conceiving and writing the Spotify podcast’s content, making interior design accessible through short, clear and distinctive episodes.

DESIGN EM 2 MINUTOS



Design in everyday life.

DESIGN

Ideas and advice

AUDIO

Two-minute episodes

PORTUGUESE

Everyday listening

ITALY / BRAZIL · EDITORIAL PROJECTS AND CONTENT

PERSONAL PROJECT

Direto da Itália

THE PROJECT

A personal series presenting contemporary Italy to Brazilian audiences: fashion, design, travel, culture, events and lifestyle.

MY ROLE

Creating the format and writing content: a portrait of Italy for Brazilian audiences, attentive to the cultural references and interests of both countries.

DIRETO DA ITÁLIA



A Itália contada daqui. Para o Brasil.

ITALY

Places and trends

VIDEO

Storytelling and presence

BRAZIL

The series’ audience

ITALY / BRAZIL · EDITORIAL PROJECTS AND CONTENT

2024

ITALCAM

Project Manager

São Paulo, Brazil

THE PROJECT

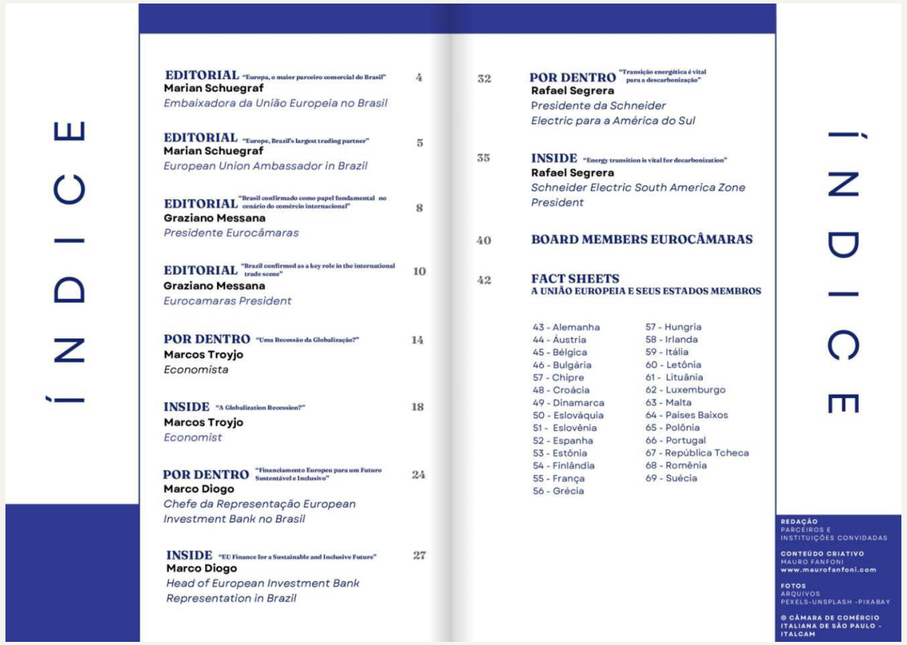
Anuário Eurocâmaras 2024: an editorial project within the context of relations between Europe and Brazil.

MY ROLE

Coordinating the editorial project from planning to publication, managing schedules, resources and content quality.

CÂMARA DE COMÉRCIO ITALIANA
DE SÃO PAULO - ITALCAM
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO





Cover and bilingual contents of Anuário Eurocâmaras 2024.

2021-2023

WeCommunication

Project Manager

São Paulo, Brazil

THE PROJECT

Communication across markets and cultures: from brand positioning in Brazil to content for Italian and Brazilian audiences.

MY ROLE

Coordinating communication and marketing projects, managing teams, schedules and budgets in line with client objectives.

we communication











Selected communication content and initiatives.

2022

A sua melhor comunicação

Creator

São Paulo, Brazil

THE PROJECT

A personal communication project for Brazilian audiences: identity, tone of voice, image and community relationships.

MY ROLE

Creating the personal branding programme: defining content, planning communication and developing audience relationships.



Presentation and programme for the personal communication project.

2022-2023

Grupo ADMA

Social Media Manager

Milan, Italy

THE PROJECT

Managing social media communication for Grupo ADMA in the beauty sector.

MY ROLE

Managing social channels and content to raise the group’s profile and develop professional opportunities in the beauty sector.



DIGITAL COMMUNICATION

Social presence.
A distinctive identity.

01

Facebook

Presence and content

02

Instagram

Image and storytelling

03

LinkedIn

Professional relationships

Assignment overview / Channels shown in the original materials

Channels featured in the portfolio: Facebook, Instagram and LinkedIn.

2021-2024

Forme & Superfici

Digital Communication Consultant

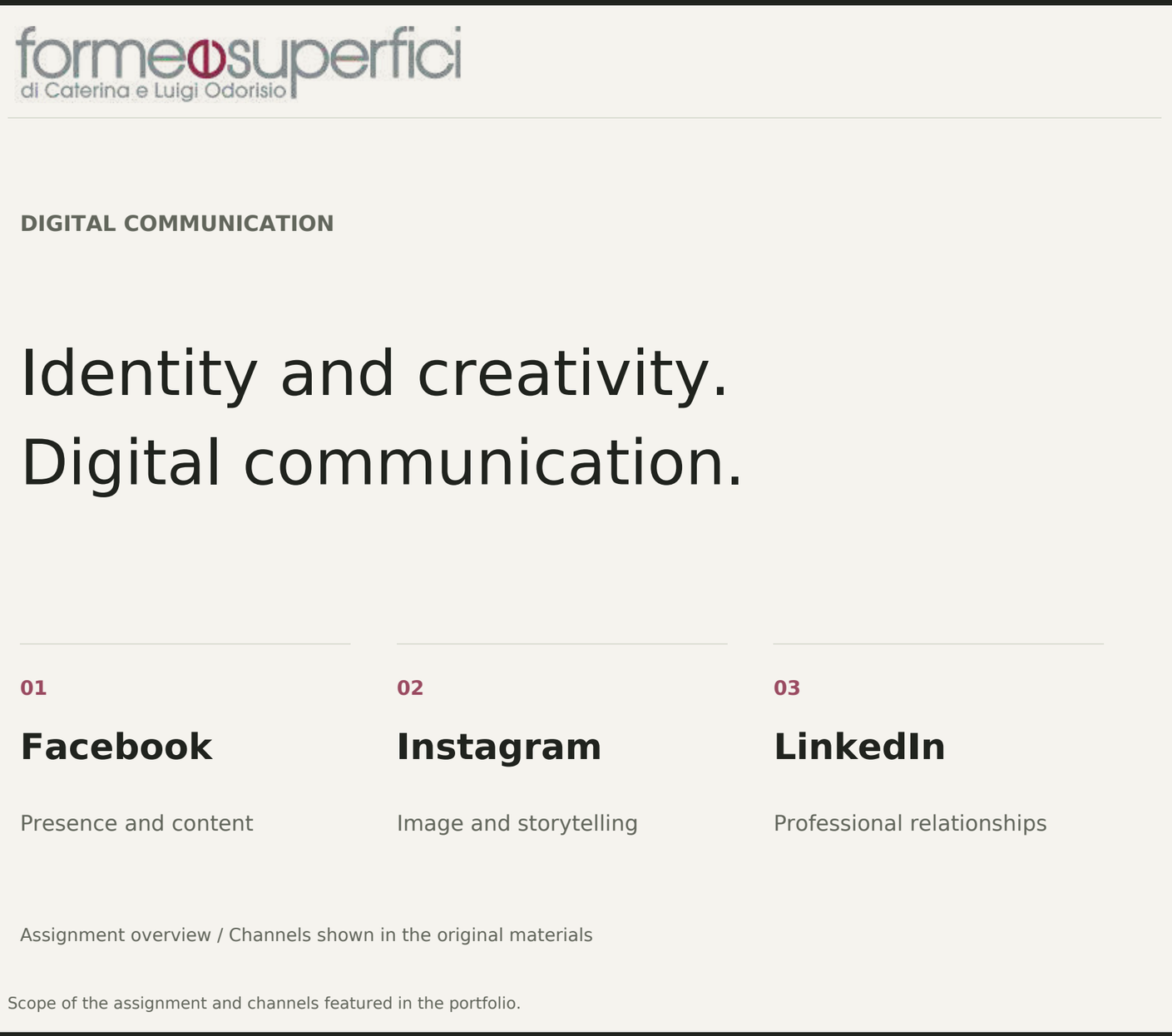
Rome, Italy

THE PROJECT

Strategic and creative consultancy to promote the brand and its home accessories through digital communication.

MY ROLE

Creating digital content and campaigns to strengthen brand identity, showcase the offering and support sales.



Scope of the assignment and channels featured in the portfolio.

2022

AmoRoma

Executive Producer

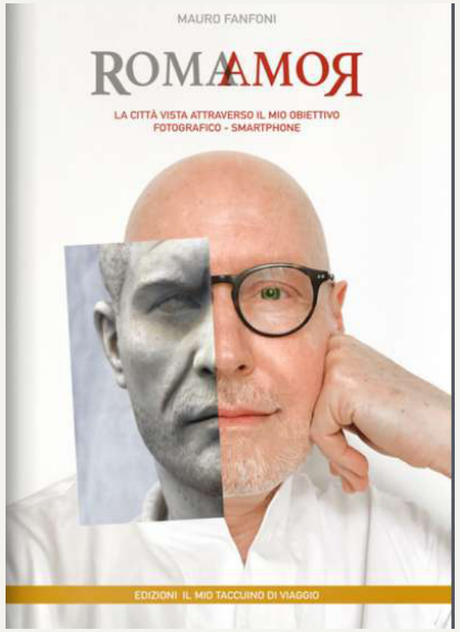
Rome, Italy

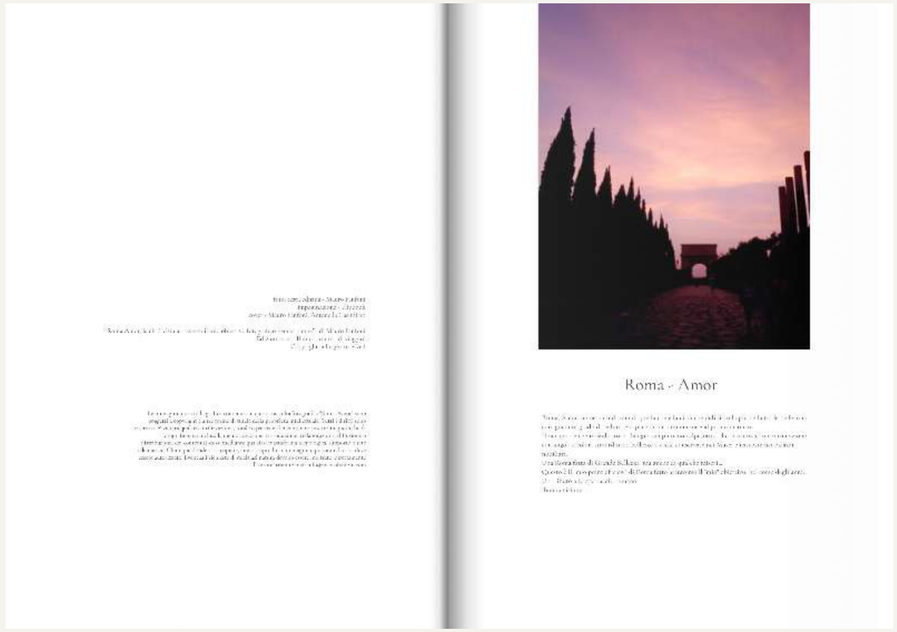
THE PROJECT

A portrait of Rome through images and writing, in the “Il mio taccuino di viaggio” series.

MY ROLE

Providing strategic and production oversight for the editorial project, coordinating resources, budgets and delivery stages.





Cover and inside pages of the journal dedicated to Rome.

2020

Parma, la città del buon vivere

Executive Producer

Parma, Italy

THE PROJECT

A digital travel journal in the “Il mio taccuino di viaggio” series, exploring the city’s identity and atmosphere.

MY ROLE

Providing strategic and production oversight for the digital journal, coordinating resources, budgets and delivery stages.





Cover and opening spread of the Parma travel journal.

2020-2022

FutureFly

Creative Digital Communication Consultant

Milan, Italy

THE PROJECT

Communication consultancy for a coaching business, through digital content, webinars and promotional materials.

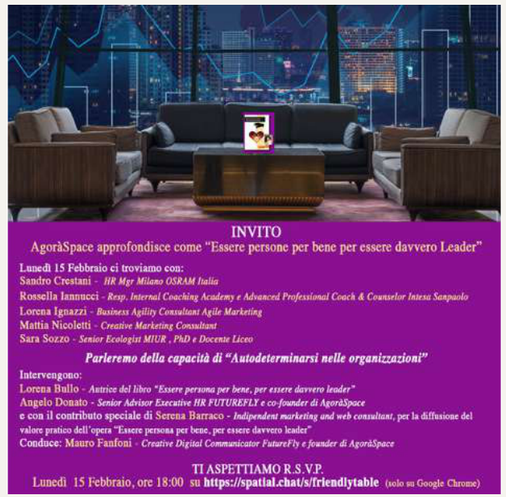
MY ROLE

Creating digital content and webinars to showcase coaching programmes and support FutureFly’s activities.









Selected FutureFly invitations and communication materials.

2019-2020

Optima Naturals

Communication Consultant

Gallarate, Italy

THE PROJECT

A temporary communication assignment in the food supplements sector.

MY ROLE

Managing social media communication on a temporary basis, with targeted content and campaigns to build the brand and promote its products.

Optima Naturals
A FOOD SUPPLEMENT COMPANY

DIGITAL COMMUNICATION

Communication expertise. A temporary assignment.

01

Facebook

Presence and content

02

Instagram

Image and storytelling

03

LinkedIn

Professional relationships

Assignment overview / Channels shown in the original materials

Scope of the assignment and channels featured in the portfolio.

2018-2020

QMagazine

Editor-in-Chief

Milan, Italy

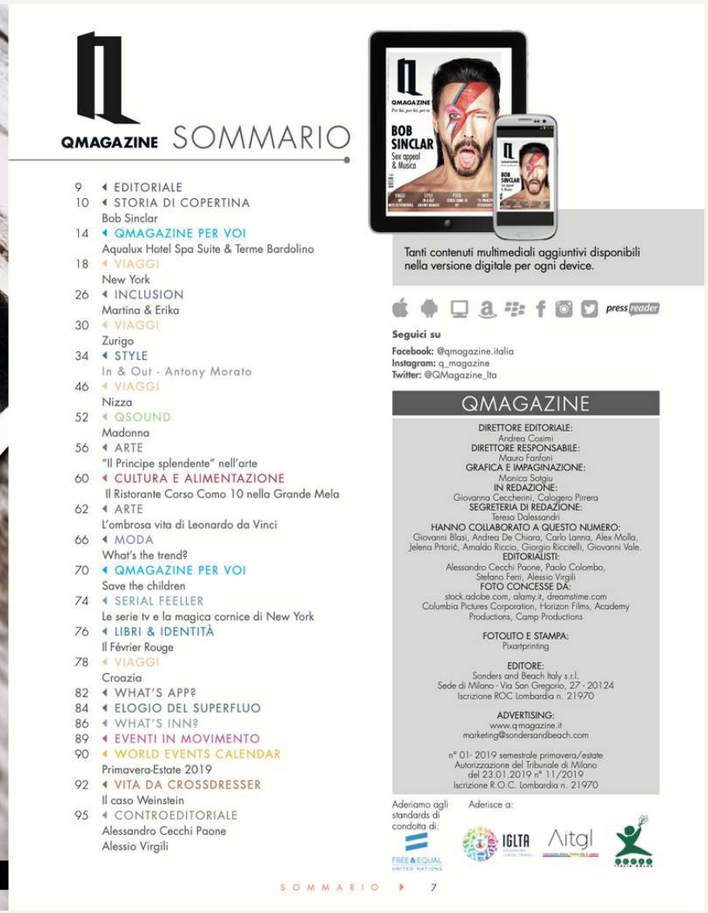
THE PROJECT

Sonders & Beach Group Italia’s lifestyle magazine: travel, art, fashion, music and culture in a multimedia editorial project.

MY ROLE

Leading and coordinating the online and print magazine, overseeing content, the editorial team and publication schedules.





QMagazine cover, contents and editorial credits.

2019-2020

IGLTA

PR and Press Office Manager

Milan, Italy

THE PROJECT

Communication and public relations in LGBTQ+ tourism and inclusive hospitality.

MY ROLE

Managing PR and the press office to promote IGLTA on the occasion of its first global convention in Milan.





Invitations and materials from IGLTA network initiatives.

2017-2020

Paisley43121

Project Manager

Parma, Italy

THE PROJECT

A fashion and accessories project based on repurposing and customising exclusive garments and objects.

MY ROLE

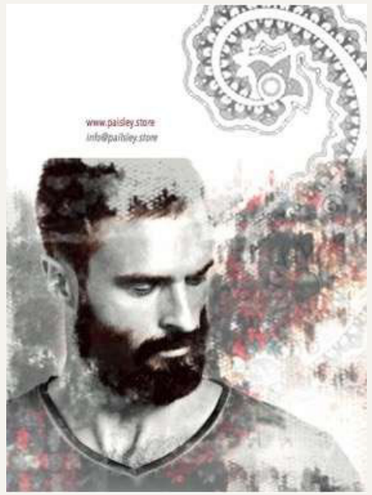
Coordinating brand development and launch, managing the team, schedules and budget in line with project objectives.











Selected garments, accessories and details from Paisley43121.

2017

Cantabria Labs Difa Cooper

Project Manager

Varese, Italy

THE PROJECT

“Amenities Kit Project”: a project presented as a new strategic communication channel.

MY ROLE

Managing the dermocosmetics project on a temporary basis, coordinating teams, schedules and budgets in line with business objectives.



Presentation of the “Amenities Kit Project” concept.

2008-2018

Adamis Group Italia

Editor-in-Chief / PR and Press Office Manager

Rome / Milan, Italy

THE PROJECT

A career combining editorial content, public relations and communication in beauty and lifestyle.

MY ROLE

Leading the online and print editions of Living, Ethos and Mag Magazine, overseeing content, editorial teams and publication. Managing PR and the press office in support of the company’s activities.

ADAMIS GROUP











Publications and event materials in beauty and lifestyle.

2012

Wonderful Indonesia

Digital Communication Manager

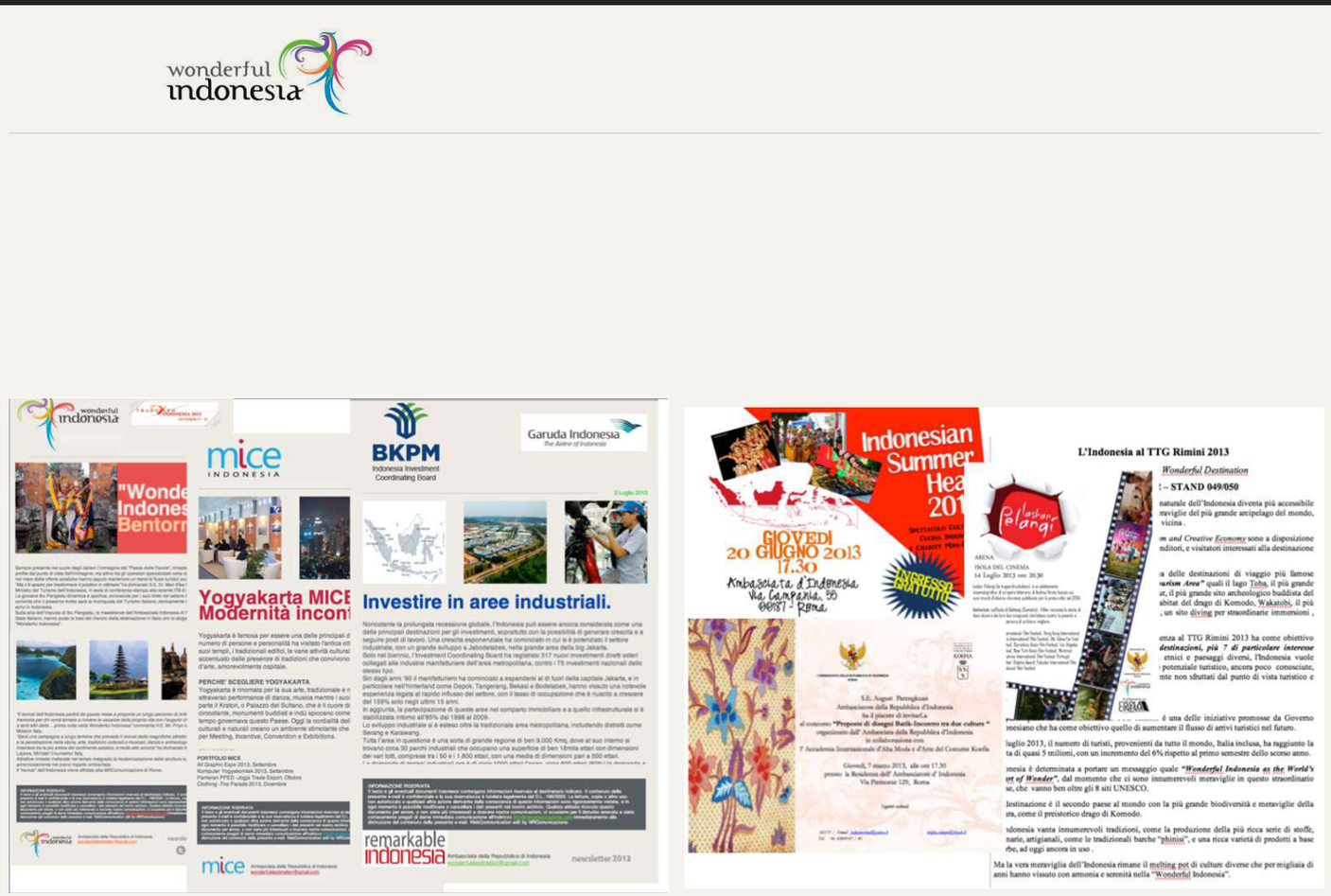
Rome, Italy

THE PROJECT

Web communication promoting Indonesia, with content on the destination, opportunities and tourism for Italian media.

MY ROLE

Managing web communication to showcase the destination, promote its tourism offering and engage Italian media.



Selected web content dedicated to Indonesia.

2009-2012

Incredible India

Digital Communication Manager

Milan, Italy

THE PROJECT

Promoting India through informative content and promotional materials for Italian media.

MY ROLE

Managing web communication to showcase the destination, promote its tourism offering and engage Italian media.



Selected Incredible India content and digital materials.

2009

Villa Gussio

PR and Press Office Manager

Enna, Italy

THE PROJECT

Communication for Villa Gussio, a resort with a hotel, golf and spa, through invitations and materials for the tourism market.

MY ROLE

Managing PR and the press office to promote the property and strengthen its visibility in Italy and abroad.









Invitations and presentation materials for the resort.

2006-2008

Santa Tecla Palace / Etnacoast

PR and Press Office Manager

Acireale, Italy

THE PROJECT

Hospitality, destination promotion and business events linked to Acireale and eastern Sicily.

MY ROLE

Managing PR and the press office to promote Santa Tecla Palace and Etnacoast in Italy and abroad.







Invitations and materials for hospitality, tourism and destination promotion.

2006-2008

Saxony

Italy Press Office

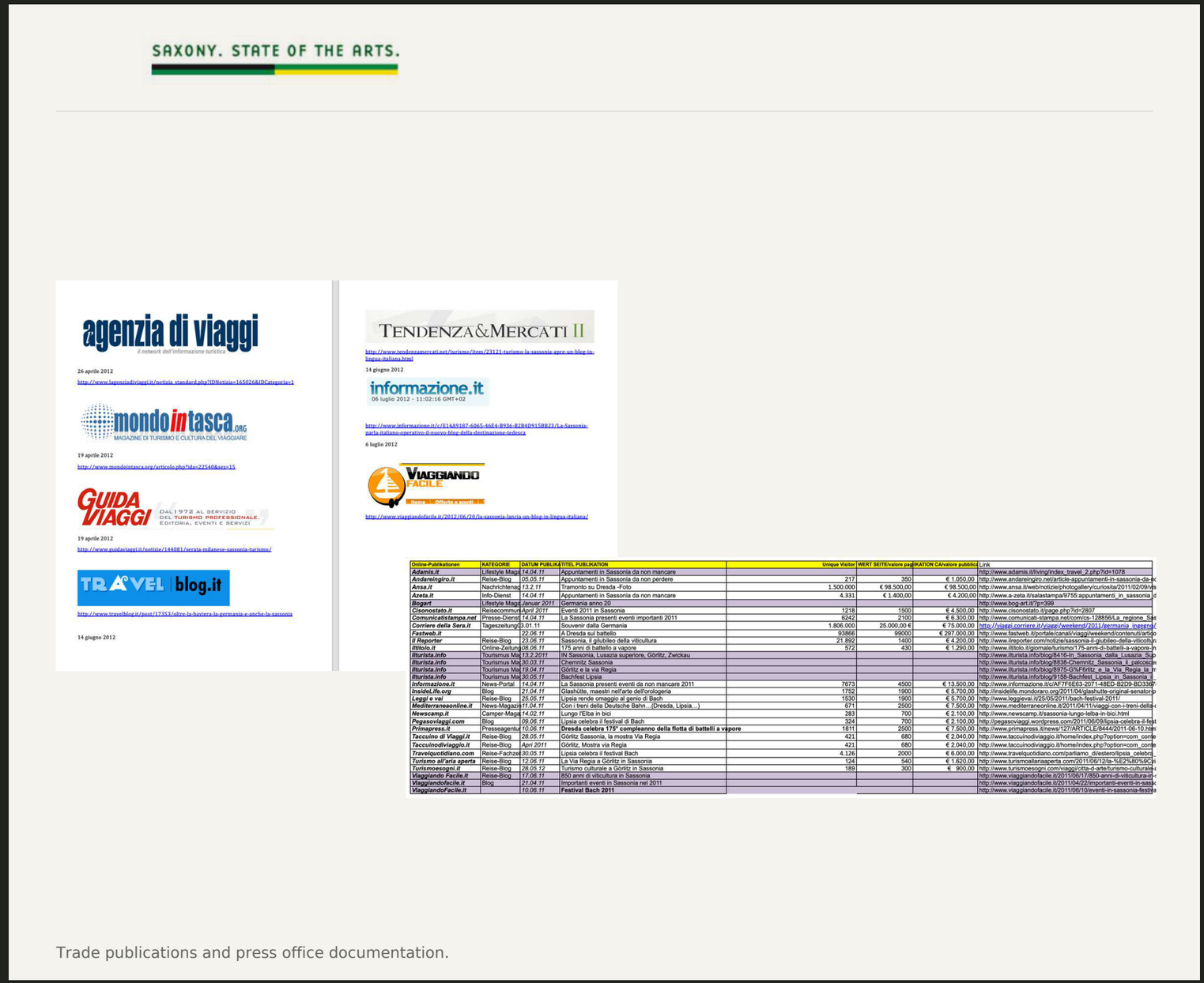
Rome, Italy

THE PROJECT

Promoting Saxony to Italian media through the “Saxony. State of the Arts.” brand.

MY ROLE

Managing the Italian press office to promote the destination and its tourism opportunities through the media.



Online-Publikationen	KATEGORIE	DATUM PUBLIKA	TITEL PUBLIKATION	Unique Visitor	WERT SEITE/valore pag	IKATION CA/valore pubblica	Link
Adamis.it	Lifestyle Magz	*14.04.11*	Appuntamenti in Sassonia da non mancare				http://www.adamis.it/living/index_travel_2.php?id=1078
Andareingiro.it	Reise-Blog	*05.05.11*	Appuntamenti in Sassonia da non perdere	217	350	€ 1.050,00	http://www.andareingiro.net/article-appuntamenti-in-sassonia-da-ec
Ansa.it	Nachrichtenag	*13.2.11*	Tramonto su Dresda -Foto	1.500.000	€ 98.500,00	€ 98.500,00	http://www.ansa.it/web/notizie/photogallery/curiosita/2011/02/09/vis
Azeta.it	Info-Dienst	*14.04.11*	Appuntamenti in Sassonia da non mancare	4.331	€ 1.400,00	€ 4.200,00	http://www.a-zeta.it/salastampa/9755:appuntamenti_in_sassonia_d
Bogart	Lifestyle Magz	*Januar 2011*	Germania anno 20				http://www.bog-art.it/?p=399
Cisonostato.it	Reisecommun	*April 2011*	Eventi 2011 in Sassonia	1218	1500	€ 4.500,00	http://www.cisonostato.it/page.php?id=2807
Comunicatistampa.net	Presse-Dienst	*14.04.11*	La Sassonia presenti eventi importanti 2011	6242	2100	€ 6.300,00	http://www.comunicati-stampa.net/com/cs-128856/La_regione_Sas
Corriere della Sera.it	Tageszeitung	03.01.11	Souvenir dalla Germania	1.806.000	25.000,00 €	€ 75.000,00	http://viaggi.corriere.it/viaggi/weekend/2011/germania_ingegno/
Fastweb.it		*22.06.11*	A Dresda sul battello	93866	99000	€ 297.000,00	http://www.fastweb.it/portale/canali/viaggi/weekend/contenuti/articol
Il Reporter	Reise-Blog	*23.06.11*	Sassonia, il giubileo della viticultura	21.892	1400	€ 4.200,00	http://www.ilreporter.com/notizie/sassonia-il-giubileo-della-viticoltu
Iltitolo.it	Online-Zeitung	*08.06.11*	175 anni di battello a vapore	572	430	€ 1.290,00	http://www.iltitolo.it/giornale/turismo/175-anni-di-battelli-a-vapore-n
Illurista.info	Tourismus Ma	*13.2.2011*	IN Sassonia, Lusazia superiore, Görlitz, Zwickau				http://www.illurista.info/blog/8416-In_Sassonia_dalla_Lusazia_Sup
Illurista.info	Tourismus Ma	*30.03.11*	Chemnitz Sassonia				http://www.illurista.info/blog/8838-Chemnitz_Sassonia_il_palcosce
Illurista.info	Tourismus Ma	*19.04.11*	Görlitz e la via Regia				http://www.illurista.info/blog/8975-G%Förlitz_e_la_Via_Regia_la_r
Illurista.info	Tourismus Ma	*30.05.11*	Bachfest Lipsia				http://www.illurista.info/blog/9158-Bachfest_Lipsia_in_Sassonia_l
Informazione.it	News-Portal	*14.04.11*	La Sassonia presenti eventi da non mancare 2011	7673	4500	€ 13.500,00	http://www.informazione.it/c/AF7F6E63-2071-48ED-B2D9-BD3367
Insidel.ifo.org	Blog	*21.04.11*	Glashütte, maestri nell'arte dell'orologeria	1752	1900	€ 5.700,00	http://insidelife.mondorario.org/2011/04/glashuttle-original-senator-p
Leggi e vai	Reise-Blog	*25.05.11*	Lipsia rende omaggio al genio di Bach	1530	1900	€ 5.700,00	http://www.leggievai.it/25/05/2011/bach-festival-2011/
Mediterraneaonline.it	News-Magazin	*11.04.11*	Con i treni della Deutsche Bahn…(Dresda, Lipsia…)	671	2500	€ 7.500,00	http://www.mediterraneaonline.it/2011/04/11/viaggi-con-i-treni-della-d
Newscamp.it	Camper-Magz	*14.02.11*	Lungo l'Elba in bici	283	700	€ 2.100,00	http://www.newscamp.it/sassonia-lungo-lelba-in-bici.html
Pegasoviaggi.com	Blog	*09.06.11*	Lipsia celebra il festival di Bach	324	700	€ 2.100,00	http://pegasoviaggi.wordpress.com/2011/06/09/lipsia-celebra-il-fest
Primapress.it	Presseagentur	*10.06.11*	**Dresda celebra 175° compleanno della flotta di battelli a vapore**	1811	2500	€ 7.500,00	http://www.primapress.it/news/127/ARTICLE/8444/2011-06-10.htm
Taccuino di Viaggi.it	Reise-Blog	*28.05.11*	Görlitz Sassonia, la mostra Via Regia	421	680	€ 2.040,00	http://www.taccuinodiviaggio.it/home/index.php?option=com_conte
Taccuinodiviaggio.it	Reise-Blog	*Apri 2011*	Görlitz, Mostra via Regia	421	680	€ 2.040,00	http://www.taccuinodiviaggio.it/home/index.php?option=com_conte
Traveliquotidiano.com	Reise-Fachzei	*30.05.11*	Lipsia celebra il festival Bach	4.126	2000	€ 6.000,00	http://www.traveliquotidiano.com/parliamo_di/estero/lipsia_celebra_
Turismo all'aria aperta	Reise-Blog	*12.06.11*	La Via Regia a Görlitz in Sassonia	124	540	€ 1.620,00	http://www.turismoallariaaperta.com/2011/06/12/la-%E2%80%9Cvi
Turismoesogni.it	Reise-Blog	*28.05.12*	Turismo culturale a Görlitz in Sassonia	189	300	€ 900,00	http://www.turismoesogni.com/viaggi/citta-d-arte/turismo-culturale-a
Viaggiando Facile.it	Reise-Blog	*17.06.11*	850 anni di viticultura in Sassonia				http://www.viaggiandofacile.it/2011/06/17/850-anni-di-viticultura-in-s
Viaggiandofacile.it	Blog	*21.04.11*	Importanti eventi in Sassonia nel 2011				http://www.viaggiandofacile.it/2011/04/22/importanti-eventi-in-sass
ViaggiandoFacile.it		*10.06.11*	**Festival Bach 2011**				http://www.viaggiandofacile.it/2011/06/10/eventi-in-sassonia-festiva

Trade publications and press office documentation.

2008

Villa Poseidon

Press Office Manager

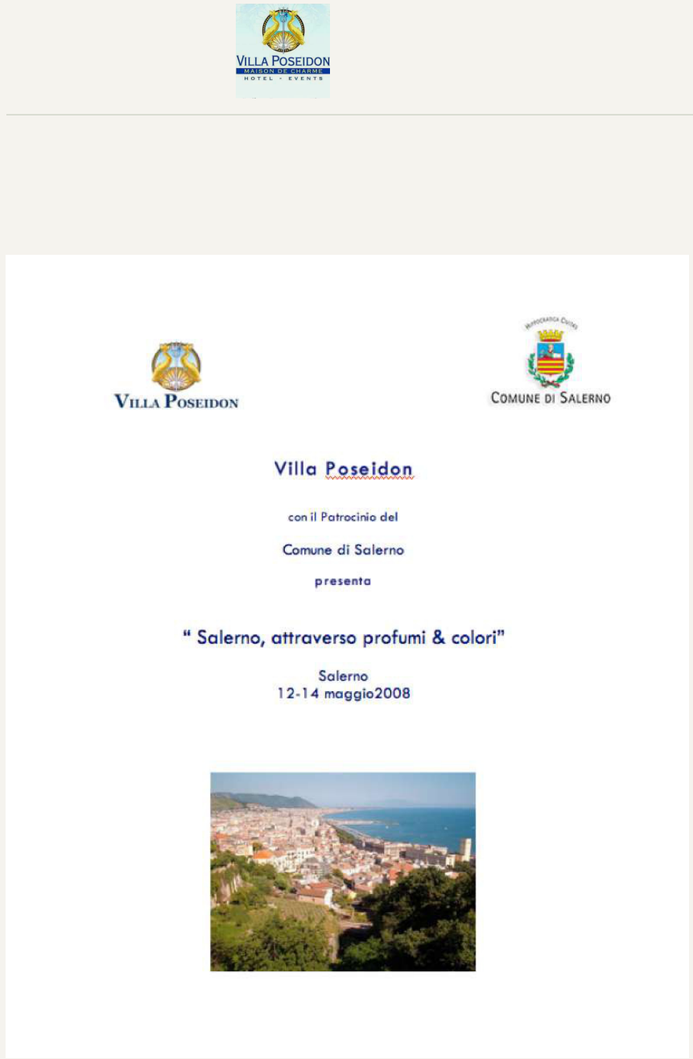
Salerno, Italy

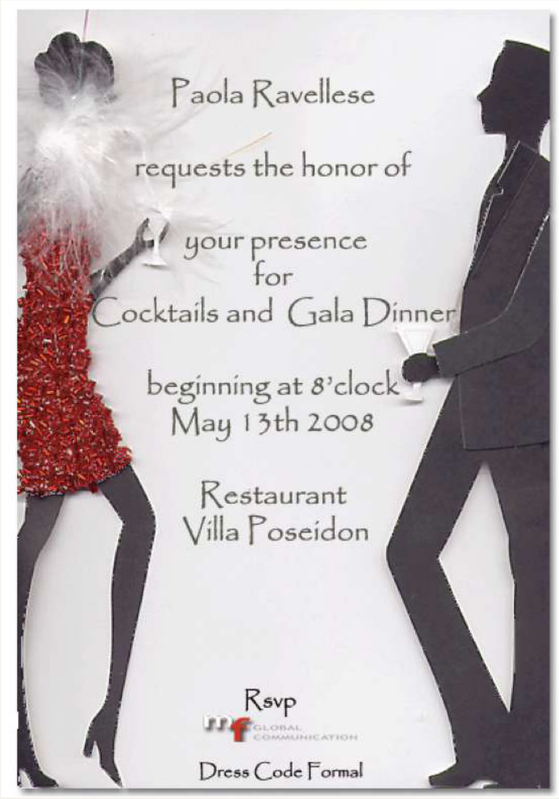
THE PROJECT

Communication for Villa Poseidon, a boutique hotel and event venue in Salerno.

MY ROLE

Managing the press office to promote the boutique property and its initiatives in Italy and abroad.





Presentation invitations and Villa Poseidon materials.

2004-2006

Duckce

Press Office Manager

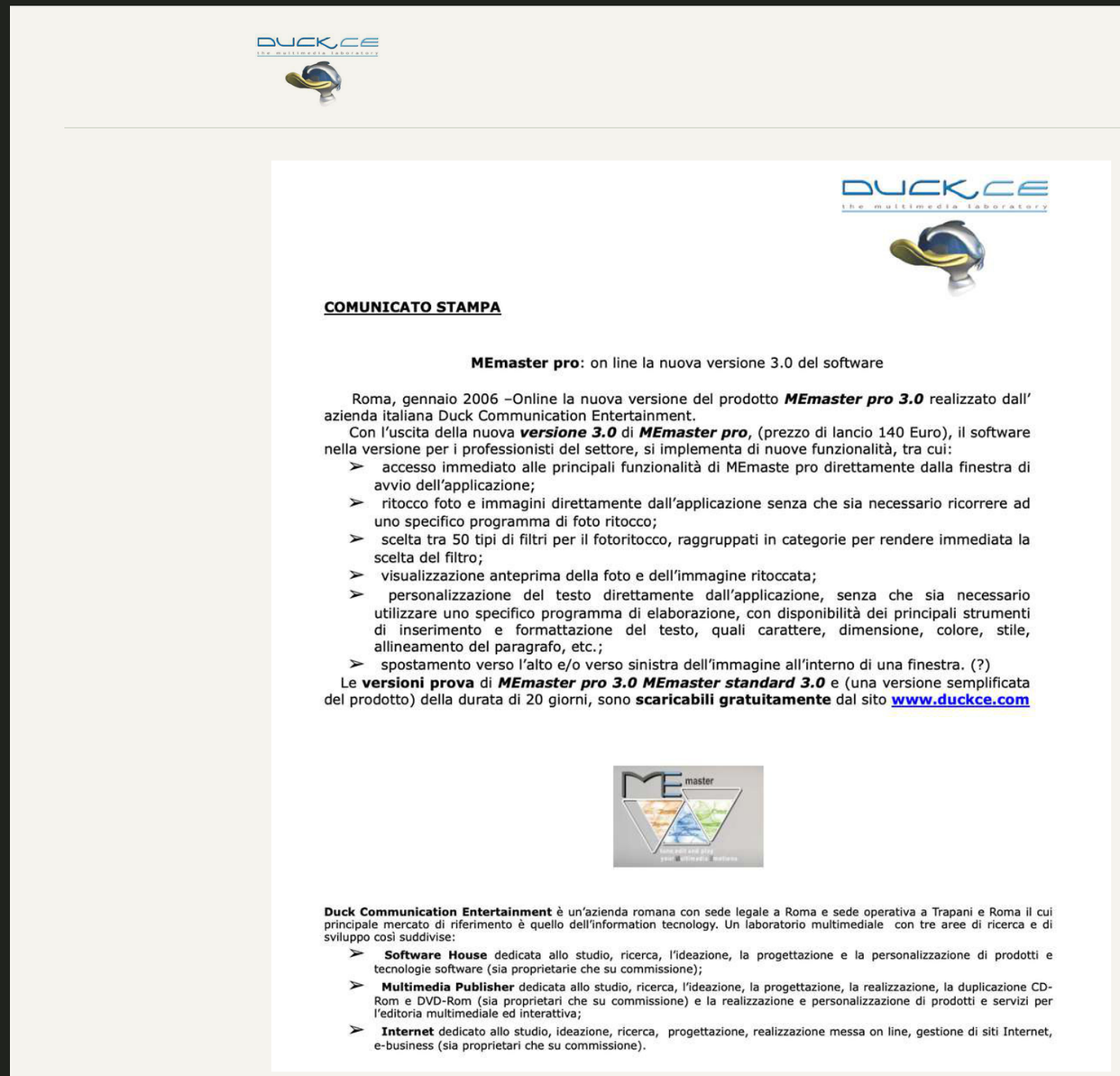
Rome / Trapani, Italy

THE PROJECT

Communicating product and brand identity for Duckce, a high-tech and multimedia solutions company.

MY ROLE

Managing the press office to promote multimedia products and initiatives in Italy and abroad.



COMUNICATO STAMPA

MEmaster pro: on line la nuova versione 3.0 del software

Roma, gennaio 2006 –Online la nuova versione del prodotto ***MEmaster pro 3.0*** realizzato dall' azienda italiana Duck Communication Entertainment.

Con l'uscita della nuova ***versione 3.0*** di ***MEmaster pro***, (prezzo di lancio 140 Euro), il software nella versione per i professionisti del settore, si implementa di nuove funzionalità, tra cui:

- accesso immediato alle principali funzionalità di MEmaste pro direttamente dalla finestra di avvio dell'applicazione;
- ritocco foto e immagini direttamente dall'applicazione senza che sia necessario ricorrere ad uno specifico programma di foto ritocco;
- scelta tra 50 tipi di filtri per il fotoritocco, raggruppati in categorie per rendere immediata la scelta del filtro;
- visualizzazione anteprima della foto e dell'immagine ritoccata;
- personalizzazione del testo direttamente dall'applicazione, senza che sia necessario utilizzare uno specifico programma di elaborazione, con disponibilità dei principali strumenti di inserimento e formattazione del testo, quali carattere, dimensione, colore, stile, allineamento del paragrafo, etc.;
- spostamento verso l'alto e/o verso sinistra dell'immagine all'interno di una finestra. (?)

Le **versioni prova** di ***MEmaster pro 3.0 MEmaster standard 3.0*** e (una versione semplificata del prodotto) della durata di 20 giorni, sono **scaricabili gratuitamente** dal sito **www.duckce.com**

Duck Communication Entertainment è un'azienda romana con sede legale a Roma e sede operativa a Trapani e Roma il cui principale mercato di riferimento è quello dell'information tecnology. Un laboratorio multimediale con tre aree di ricerca e di sviluppo così suddivise:

- **Software House** dedicata allo studio, ricerca, l'ideazione, la progettazione e la personalizzazione di prodotti e tecnologie software (sia proprietarie che su commissione);
- **Multimedia Publisher** dedicata allo studio, ricerca, l'ideazione, la progettazione, la realizzazione, la duplicazione CD-Rom e DVD-Rom (sia proprietari che su commissione) e la realizzazione e personalizzazione di prodotti e servizi per l'editoria multimediale ed interattiva;
- **Internet** dedicato allo studio, ideazione, ricerca, progettazione, realizzazione messa on line, gestione di siti Internet, e-business (sia proprietari che su commissione).

Press release and Duckce brand identity.

2004-2014

Konrad Travel

PR and Press Office Manager

Rome, Italy

THE PROJECT

A collaboration in travel and international destinations, through content and promotional initiatives.

MY ROLE

Managing PR and the press office to promote the tour operator’s destinations and travel offering to Italian media.



Selected Konrad Travel content, newsletters and invitations.

2006

Trollbeads

PR and Press Office Manager

Rome, Italy

THE PROJECT

Jewellery communication for the Roman market through an event dedicated to the world of Trollbeads.

MY ROLE

Managing PR and the press office to introduce the product to consumers and build its visibility in Italian media.



Invitation to a Trollbeads product presentation.

2001-2004

Air Europa

Italy Press Office Manager

Rome, Italy

THE PROJECT

Communicating the initiatives and destinations of Air Europa, the Spanish airline.

MY ROLE

Managing the Italian press office to promote the airline's initiatives, routes and services to Italian media.



Invitations to Air Europa and La Residencia initiatives.

2002-2012

Editorial collaborations

Writer

Rome / Milan, Italy

THE PROJECT

Editorial collaborations across design, architecture, lifestyle and fashion.

MY ROLE

Developing and writing articles aligned with each publication’s editorial identity, language and audience.

JOURNALISM / DESIGN / LIFESTYLE











Selected covers of publications featured in the portfolio.

SELECTED ASSIGNMENTS

Relationships that create opportunities to connect.

Culture, destinations, hospitality and professional initiatives: a collection of materials illustrating communication work through invitations, presentations and press releases.

Historical documents are reproduced as records of the projects. Their dates, references and contact details relate to the original initiatives.

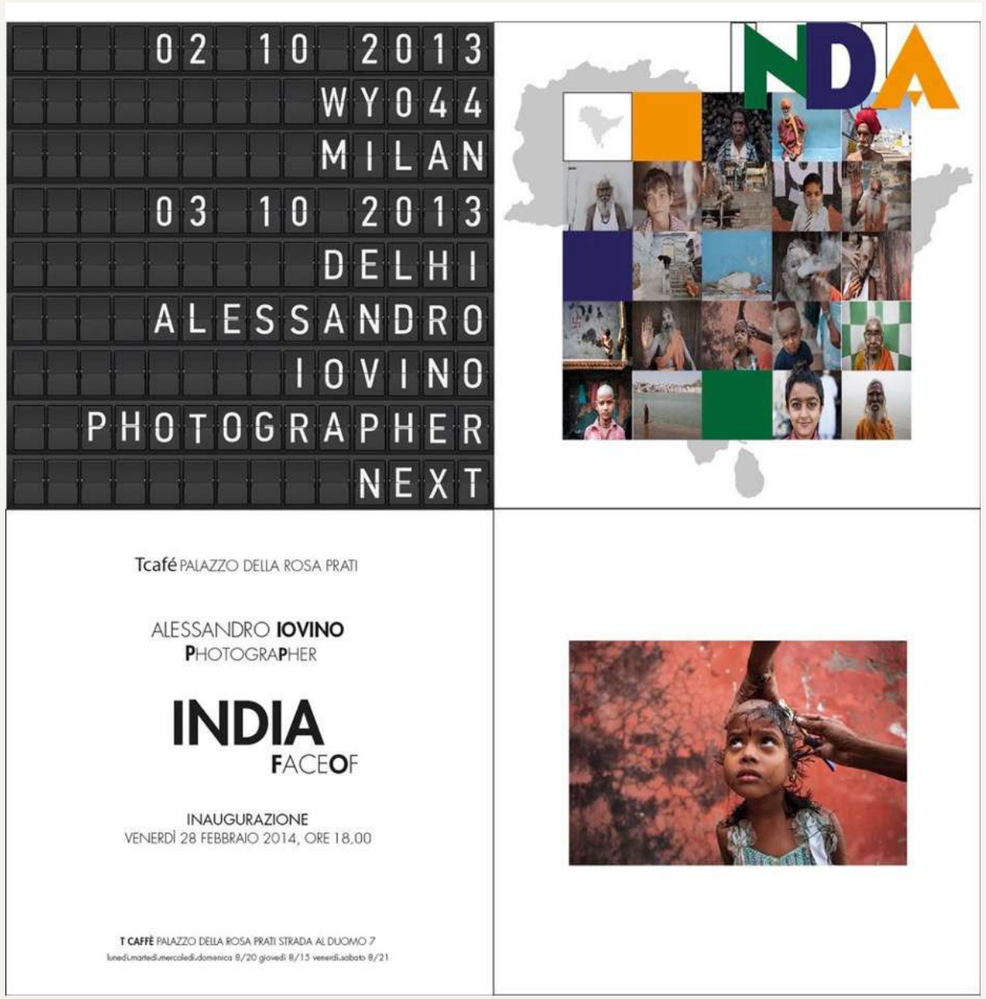
PRESS OFFICE AND EVENTS

India through photography

Exhibitions and invitations dedicated to photographer Alessandro Iovino and his visual portrayal of India.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Invitations to “India” and “India Face Of”.

PRESS OFFICE AND EVENTS

Incentive travel in Southeast Asia

Presentation material dedicated to Vietnam, Cambodia, Laos, Myanmar and the Philippines, aimed at the incentive travel market.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Promotional material: “Discover the roots of Vietnam & beyond”.

PRESS OFFICE AND EVENTS

Destination Uruguay

A presentation of Punta del Este and the Maldonado region, with the Embassy of Uruguay in Italy, the tourism office and Konrad Travel.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Invitation to the Uruguay destination presentation in Rome.

PRESS OFFICE AND EVENTS

Squacquer Avventurer

Presentation of Mario Junio Tilgher’s book, published by Alpes Italia, at L’Argonauta bookshop.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Book presentation invitation, 18 January 2008.

PRESS OFFICE AND EVENTS

Chagall delle meraviglie

A visit to the exhibition at the Complesso del Vittoriano, marking Maggiore Rent a Car’s sixtieth anniversary.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Invitation to the Maggiore group event, 20 June 2007.

PRESS OFFICE AND EVENTS

Stresa Lectures Series

A press invitation to “International Competition for Judicial Service” with Henry Hansmann at Roma Tre University.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



INVITO PER LA STAMPA

Stresa Lectures Series
III edizione

International Competition for Judicial Service

Henry Hansmann
Augustus E.Lines Professor of Law, Yale Law School

Venerdì 8 Giugno 2007
Aula 9 – Università di Roma Tre
Viale Ostiense 161 - Roma
Ore 11,00

Quanto l'efficienza e la natura dei differenti sistemi giuridici influenzano l'economia e la produttività di una nazione? In un'epoca di globalizzazione dei mercati, è possibile parlare di un mercato del settore legale anch'esso sovranazionale e globalizzato? Quale ruolo giocano le nuove tecnologie nella gestione di queste nuove dinamiche giuridiche sovranazionali?

Dopo Katharina Pistor, che nel luglio del 2005 ha trattato il tema dei mercati regolamentati, e la lezione di Ian Ayres sui "menù contrattuali" lo scorso anno, Henry Hansmann approfondisce nella terza edizione delle Stresa Lectures i cambiamenti in atto nel sistema delle professioni legali, attraverso un confronto tra il sistema giuridico italiano e quello nord americano e l'analisi del modello locale, rispetto al main stream della cultura giuridica mondiale.

Hansmann sarà introdotto dal **Prof. Alberto M. Musy** - Professore straordinario di Diritto Privato Comparato della Facoltà di Economia con sede a Novara dell'Università degli Studi del Piemonte Orientale "A.Avogadro" - e dal **Prof. Andrea Zoppini** - Professore Straordinario di Diritto di Famiglia nell'Università di Roma Tre, entrambi soci fondatori dell'Associazione Corridoi Atlantici

Corridoi Atlantici è un'associazione nata nel 2005 da un gruppo di studiosi italiani e americani provenienti da vari campi disciplinari, con l'obiettivo comune di promuovere conferenze e dibattiti sulla cultura americana, con particolare attenzione alla cultura giuridica e alla storia intellettuale giuridica, economica e storico filosofica.

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GLOBAL COMMUNICATION

Press invitation, 8 June 2007.

PRESS OFFICE AND EVENTS

Tourism and social initiatives

A press release about an Air Europa and Ostiensis Viaggi initiative for children in Havana’s schools.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Comunicato Stampa
01 06

Air Europa & Ostiensis Viaggi/Lastminute.sm

Prosegue l’impegno per il sociale del network romano con una nuova iniziativa per i bambini delle scuole dell’Habana

L’Habana, 10 giugno 2006 - La compagnia aerea spagnola **Air Europa** e **Ostiensis Viaggi Network** hanno dedicato la giornata del 10 giugno ad un'iniziativa a favore dei bambini cubani, distribuendo nelle scuole 1000 T-shirts, su cui è stato impresso il claime " ***Siempre cercamos los ninos ! "***.

Air Europa non è nuova ad operazioni “sociali” nell’isola caraibica, avendo già fornito in passato altri tipi di materiali ai bambini nelle scuole.

L'iniziativa è stata presentata in occasione della Fiera Internazionale del Turismo di Cuba 2006, all'Habana, nello stand **Air Europa**, da **Marcelo Toledo** (delegato della compagnia a Cuba) e **Giampiero Gualandri**, **Presidente Ostiensis Viaggi**.

All’evento ha partecipato un testimonial d’eccezione, il famoso cantante cubano **David Calzado**, leader della band Charanga Habanera.

Giampiero Gualandri, **Presidente Ostiensis Viaggi Network** ha dichiarato che l’iniziativa proseguirà con le altre destinazioni del network: Brasile, Rep. Domenicana, Messico e Venezuela

Unitamente all’operazione *“Siempre cercamos los ninos ! ",* si è svolto un fam trip organizzato da **Air Europa, Ostiensis Viaggi Network** e **Cubatur**, a cui hanno preso parte le agenzie del gruppo Ostiensis, con la presenza di **Andrea Bartolelli**, Direttore Vendite del Network, e **Maria Armada**, rappresentante Air Europa in Italia.

Ostiensis Viaggi Network è uno dei più affermati gruppi di agenzie di viaggi del panorama turistico italiano e tra i primo a portare in Italia la formula “last minute”. Ad oggi il network conta 13 agenzie a Roma ed 1 a Milano, 1 Call Center e 1 SMS center, che propongono offerte “last minute” garantite dai più importanti tour operator italiani. Osteinsis Viaggi Network è on line con il sito www.lastminute.sm e www.lastminutechannel.tv, con video e informazioni su tutti i last minute offerti.

DIDA foto in allegato

foto1_”siempre cercamos los ninos”
A sx Giampiero Gualandri, Presidente Ostiensis Viaggi, a dx Marcelo Toledo delegato Air Europa a Cuba

foto2_”siempre cercamos los ninos”
Al centro David Calzado, leader della band Charanga Habanera.

Air Europa / Ostiensis Viaggi press release, June 2006.

PRESS OFFICE AND EVENTS

Meetings, books and culture

Selected invitations from Associazione Culturale Elysium and the Harmonia Mundi cooperative: books, meetings and seminars.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



Invitations to Associazione Culturale Elysium initiatives.

PRESS OFFICE AND EVENTS

Luxury hospitality and travel

Materials for Hotel Majestic Roma and Silversea: evenings, press events and presentations in hospitality.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS





Hotel Majestic Roma invitations and Silversea presentation.

PRESS OFFICE AND EVENTS

Assotravel / Mark&Tech

Press conference presenting Assotravel News and Mark&Tech, a workshop on technology and marketing for the tourism sector.

A record of experience in PR, press office work and event communication.

PROJECT MATERIALS



CONFINDUSTRIA ASSOTRAVEL
ha il piacere di invitarLa alla
conferenza stampa di presentazione
di
Assotravel News
la nuova newsletter realizzata da Assotravel in collaborazione con la GNU PROJECT
destinata ad informare il comparto agenzie di viaggio
su iniziative ed opportunità con un taglio imprenditoriale
e di
Mark&Tech
idee e tecnologie per il turismo
primo workshop per gli operatori del settore turismo
realizzato da Assotravel e dedicato alla tecnologia ed al marketing
volto ad affrontare e soddisfare le esigenze delle imprese turistiche
di ausili tecnologici e di consulenza manageriale

martedì 31 gennaio 2006
ore 11.30
Via Capo Le Case 56 – 00187 Roma
presso la spazio GNU PROJECT

Interverranno:
Andrea Giannetti – Presidente Assotravel
Francesco Granese – Direttore Assotravel

R.S.V.P.
Segreteria organizzativa:

GNU PROJECT	Confindustria Assotravel
Tel. 0644232820	Tel. 065910851
Fax 0644266419	Fax. 0623311959
Email: info@gnuproject.it	Email: relazioniesterne@assotravel.it
Per informazioni: Sara D'Ilario	Per informazioni: Antonello Galdi

Associazione Nazionale delle Agenzie di Viaggio e Turismo
00144 Roma – Viale Pasteur, 10
Telefono: 06.5910851 06.5903666 Fax: 06.23311959
Web: www.assotravel.it Email: info@assotravel.it

Aderente a Confindustria, Federtrasporto, Federturismo e Federexport

Press conference invitation, 31 January 2006.

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