



Piero Zilio

CONTACT

 <https://www.pierozilio.eu/>

 <https://www.linkedin.com/in/pierozilio/>

ABOUT ME

I am a **senior communication expert** and social media specialist with **23 years of experience** orchestrating and managing a wide variety of communication projects across **55 countries**. Beyond this, my experience includes **communications project management**, having successfully led Marcomm teams **worldwide**. My expertise covers an **array of sectors**, including green & clean technologies, healthcare & medical, ICT, construction & building, music & video industry, advertisement, railway services, organic food & beverage, human rights, and the arts. I've served a diverse clientele, ranging from Governments, public institutions, and the **EU** to business firms, creative agencies, political parties, and NGOs.

Having successfully concluded a 5-year tenure as **Head of Communications for the EU Gateway | Business Avenues programme**, a flagship initiative by the **European Commission** supporting SMEs in expanding into Asia, I transitioned to **lead communication** for the **Open Government project** at the Italian Government agency Formez PA. Currently, I collaborate with the Singapore-based **Asia-Europe Foundation** on **strategic communication and social media** for a major public diplomacy initiative.

Recently, as freelance **journalist**, my inaugural photoreportage project on human rights gained publication in four prominent Italian **newspapers and magazines**, and it was selected by Amnesty International to visually support their **global campaign** against the death penalty. My first documentary was published by Docu Magazine, a Finnish magazine for **emerging documentary photographers**, earning two bronze medals (Rise Awards, Australia) and an **honorable mention** (BIFA, Hungary).

Authoring "Comunicazione Digitale per la Pubblica Amministrazione" (Digital Communication for the Public Sector) and contributing to various communication-focused magazines, I have also **designed and managed courses for communication** in the Italian public administration. I've shared my insights by teaching communication strategy and social media at esteemed institutions such as the University of Rome La Sapienza, the University of Cagliari, and the University of Sassari. My academic background includes **two Master's degrees: Media and Communication** (University of Rome) and **Public Affairs** (University of Sydney - Faculty of Economics and Business).

WORK EXPERIENCE

01/01/2014 – CURRENT Singapore, Singapore

Online Communication, Social Media and Web Analytics Coordinator ASEF - Asia-Europe Foundation

- Shaped the international communication strategy for ASEF culture360, a key public diplomacy initiative fostering collaboration between Asia and Europe through arts and culture.
- Orchestrated comprehensive online communication campaigns for the €1.6M project across 27 EU Member States and 24 countries in Asia and the Pacific, skillfully coordinating a diverse team of professionals across different cultures and time zones.
- Advised on and led impactful online campaigns to disseminate project outcomes focused on creative responses to global issues at local and regional levels. Additionally, crafted, overseen and executed robust content strategies, offering users a centralised hub for quality information about opportunities, events, and news in Asia and Europe.
- Managed social media and community engagement for the project 115K+ followers base/10M+ reach through organic and paid campaigns on Meta (Facebook and Instagram), X and YouTube.
- Coordinated the online green guide campaigns to disseminate project results related to innovative creative responses to



sustainability at a local level and regional level in Europe, Asia and the Pacific, including promotion from high level international events, such as ASEF public fora and closed doors Ministers' Meetings, and building on ASEF's engagement with the topic of artists and climate change in global dialogues around environmental sustainability.

- Conducted in-depth research, strategic analysis, and proactive social media engagement to stay ahead of the curve on social media trends. Implemented effective social media marketing and advertising campaigns, Direct Email Marketing (DEM), and community engagement, entailing hands-on budget management and strategic advisory roles. Researched strategic approaches to enhance online visibility through various means.
- Conducted detailed research and observations using Google Analytics and social media insights, providing monthly reporting and offering strategic advice on online Key Performance Indicators (KPIs) and Search Engine Optimization (SEO) initiatives to the Director.

07/04/2021 – CURRENT Cagliari, Italy

Adjunct Professor (Social Media) University of Cagliari

- Taught "Public Social Media Management Skills" within the university course "Effective Communication for the Government" (Department of Pedagogy, Psychology, Philosophy).
- Taught "Social Media Management" within the "Social Innovation and Communication" Master's Degree (Faculty of Economics, Law, and Political Science).
- Fostered a dynamic learning environment to stay at the forefront of industry trends in Social Media and Digital Communication, integrating practical applications, case studies, and real-world examples to enhance student engagement.
- Delivered engaging lectures, seminars, and workshops to undergraduate and graduate students, providing mentorship and guidance to students, fostering critical thinking and professional development.
- Total lecturing time: 38 hours

Contract periods: 30/01/2024 - to date, 06/04/2023 - 06/07/2023, 20/06/2022 - 20/09/2022, 07/04/2021 - 07/08/2021.

01/03/2014 – CURRENT Cagliari, Italy

Communication Expert Autonomous Region of Sardinia, Tourism Department

Promoted the launch of the Destination Management System for online transaction and booking, including the development and implementation of marketing strategies on social media, Direct Email Marketing (DEM) and paid campaigns, video tutorials, infographics and knowledge management.

Contract periods: 03/2023 - to date, 03/2014 - 12/2015

01/09/2023 – 31/10/2023 London, United Kingdom

Photoreporter (freelance) Amnesty International

- Successfully connected with people, gained access to places, and uncovered stories that proved challenging for others, contributing to impactful visual storytelling for the 2023-2024 global campaign on a sensitive social issue, such as the death penalty.
- Balanced exceptional professionalism and empathy, particularly in handling delicate social matters.

10/11/2000 – 31/07/2023 Rome, Italy

Communication Expert Formez PA, Department for public administration - Presidency of the Council of Ministers

- Managed diverse tasks for EU-funded and non-EU-funded initiatives in my role as a senior communication expert at the Communication, Digital Innovation and Knowledge Management Departments of Formez PA in-house government Agency, including strategic planning and implementation of communication and stakeholder engagement activities across media platforms for Ministries, local Governments, and international partnerships. Notably, played a crucial role in the €6.6M OpenGov project during the Italian co-chairing of the Open Government Partnership, uniting the Governments of 70+ countries and civil society around Global Gateway key areas of



partnership such as governance and transparency, environment and climate, digital sector, and health.

- Led the storytelling of participatory processes involving hundreds of stakeholders, such as the National Action Plan for Open Government, the EU OGP Meeting, and the OpenGov Week initiative.
- Directly involved in 30+ projects, served as a communication and knowledge management expert, executing communication activities for entities such as the Ministry of Innovation and Public Administration, the Ministry of Arts and Culture, and the Local Governments of Abruzzo, Basilicata, Latium, Sardinia, and Tuscany.
- Chief editor for communication-focused websites. Oversaw content creation and played a key role in developing marketing materials, including logos and visual brand identity elements. Run some of the first paid communication campaigns on search engines and social media for the Italian public administration. Provided creative direction, budget management advice, ensuring effective communication of project results in compliance with EU visibility guidelines, and managed communication teams.
- Managed the company intranet and groupware technologies. Designed, lectured, tutored, and oversaw e-learning activities, including pioneering the first training digital course on public communication for the Italian public administration.

Full time contracts: 05/09/2005 - 21/12/2006, 12/01/2004 - 29/07/2005

Part time collaborations: 21/04/2021 - 31/07/2023, 06/12/2022 - 31/12/2022, 31/01/2020 - 20/06/2020, 05/12/2019 - 31/12/2020, 19/09/2019 - 15/10/2019, 16/09/2019 - 15/12/2019, 26/02/2019 - 31/07/2019, 16/10/2016 - 24/03/2018, 10/06/2014 - 31/12/2014, 10/09/2013 - 31/12/2013, 07/02/2013 - 30/06/2013, 22/10/2012 - 23/10/2012, 22/06/2012 - 31/12/2012, 29/09/2011 - 31/07/2012, 29/09/2011 - 31/03/2012, 25/07/2011 - 26/07/2011, 05/08/2010 - 31/07/2011, 28/06/2010 - 30/06/2010, 12/02/2010 - 30/06/2010, 07/12/2009 - 05/02/2010, 05/10/2009 - 30/11/2009, 17/07/2009 - 30/09/2009, 06/05/2009 - 07/05/2009, 22/04/2009 - 23/04/2009, 20/02/2008 - 21/02/2008, 24/01/2007 - 10/02/2007, 02/12/2003 - 23/12/2003, 24/10/2003 - 31/10/2003, 01/07/2003 - 20/11/2003, 03/03/2003 - 30/06/2003, 02/01/2003 - 28/02/2003, 02/09/2002 - 31/12/2002, 20/05/2002 - 31/07/2002, 04/02/2002 - 31/07/2002, 18/01/2002 - 31/12/2002, 10/11/2000 - 20/12/2000

07/01/2020 – 15/06/2023 Rome, Italy

● **Adjunct Professor (Social Media)** University of Rome La Sapienza

- Taught "Instagram Content Creation" within the university course "Instagram Content Creator" (Faculty of Arts and Philosophy, Department of History, Anthropology, Religions, Art History, Media and Performing Arts).
- Taught "Social Media Management" within the university course "Social Media Management for the Entertainment Sector" (Faculty of Arts and Philosophy, Department of History, Anthropology, Religions, Art History, Media and Performing Arts).
- Fostered a dynamic learning environment to stay at the forefront of industry trends in Social Media and Digital Communication, integrating practical applications, case studies, and real-world examples to enhance student engagement.
- Delivered engaging lectures, seminars, and workshops to undergraduate and graduate students, providing mentorship and guidance to students, fostering critical thinking and professional development.
- Total lecturing time: 35 hours

Contract periods: 15/05/2023 - 15/06/2023, 07/01/2020 - 07/02/2020

01/02/2023 – 31/03/2023 Singapore, Singapore

● **Foreign Correspondent (freelance)** The Post Internazionale

- Engaged audiences with powerful visual storytelling, capturing compelling images to complement authored news and in-depth articles covering global affairs.
- Specialised in investigative reports on sensitive foreign political and social issues, including drug policies and the death penalty.
- Conducted on-field interviews, executed professional photographic services, and produced in-depth features to provide a comprehensive and impactful narrative.



01/06/2021 – 31/01/2022 Cagliari, Italy

Communication Expert Autonomous Region of Sardinia, Industry Department

Promoted and capitalised results of the €4.3M finMED project, funded by the EU through the Interreg MED Programme, to boost financing of innovation for green growth sectors through innovative cluster services.

11/07/2021 – 29/09/2021 Sassari, Italy

Adjunct Professor (Digital Communication) University of Sassari

- Taught "Digital Media and Communication" within the university courses of "Digital Tourism Marketing" and "Design and Promotion of Tourist-food-and-wine itineraries" (Department of Humanities and Social Sciences).
- Fostered a dynamic learning environment to stay at the forefront of industry trends in Social Media and Digital Communication, integrating practical applications, case studies, and real-world examples to enhance student engagement.
- Delivered engaging lectures, seminars, and workshops to undergraduate and graduate students, providing mentorship and guidance to students, fostering critical thinking and professional development.
- Total lecturing time: 138 hours

01/01/2016 – 31/12/2020 Brussels, Belgium

Communication Manager Cardno Emerging Markets

- Successfully positioned as Head of Communications of the EU Gateway | Business Avenues programme, a 30-year flagship EU-funded initiative led by the Service for Foreign Policy Instruments under the Partnership Instrument to bolster European companies expanding into Asia by leveraging EU free trade policies in the region. The €60 million international program targeted all EU Member States, 6 countries in South East Asia, the Republic of Korea, Japan, and China across a broad spectrum of B2B sectors such as Green Energy, Environment & Water, Clean Tech, ICT, Healthcare & Medical, Construction & Building, Railway Technologies & Services, Organic Food & Beverages, Contemporary Design.
- Effectively managed communication projects and led communication teams across two continents. Fostered communication and outreach liaisons with the European Commission, EU Delegations in Asia, sector operators, and companies. Steered the development of impactful marketing and visual materials, including videos, presentations, infographics, reports, press releases, and news, promoting trade relations between Europe and Asia, particularly focused on circular economy, green growth, and climate change solutions.
- Assumed a leading role in shaping the communication strategy and ensuring effective communication of program results on a national and regional level in alignment with EU visibility guidelines. Designed and managed program launch campaigns, branding initiatives, and the creation of impactful communication tools. Effective communication budget management of €0,5M, adding a strategic financial dimension to my multifaceted role.
- Masterfully promoted the Programme and its 53 business missions at international events and trade fairs in 9 Asian countries involving 2200+ European companies, thousands of visitors, and 24K pre-arranged B2B meetings, directly managing 352 communication campaigns and 9,860 communication products, far exceeding the initial target indicators (respectively +486.67% campaigns and +16,333.33% communication products).

27/10/2015 – 31/12/2015 Cabras, Italy

Communication Expert Cabras Municipality

- Supported the Marine Protected Area of the Sinis Peninsula - Mal di ventre island in its communication activities within the € 5 million international EU-funded project S&T MED "Sustainability and Tourism in the Mediterranean" (ENPI CBC MED).
- Designed brand awareness campaigns on web and social media, setting the digital strategy, copywriting and moderation.
- Coordinated the team of developers, designers and IT providers.
- Ensured effective communication of project results in line with EU visibility guidelines.



20/04/2015 – 31/12/2015 Rome, Italy

E-learning Architect Agency for Digital Italy

Designed the Agency's first e-Learning strategy, including guidelines for learning and communication materials and KPIs, and its first Massive Open Online Course for Italian SMEs.

16/10/2013 – 31/12/2015 Cagliari, Italy

Communication Manager Chamber of Commerce of Cagliari

- Played a leading role in shaping the communication and visibility strategy for the €4.5 million strategic project FOSTer in MED, funded under the ENPI CBC Med (now: ENI CBC Med), including strategic planning for communication and visibility, execution of promotional campaigns on web and social media platforms, and coordination of communication activities at local, regional, national, and international levels.
- Effectively managed international partnerships with entities in Italy, Spain, Lebanon, Jordan, Tunisia, and Egypt, ensuring seamless collaboration with technical-scientific committees and boards of directors.
- Ensured effective communication of project results in line with EU visibility guidelines.

01/04/2012 – 31/12/2015 Cagliari, Italy

Chief Marketing & Communications Officer UzzuPink Studio

- Positioned foreign products, brands, and artists successfully in the European and Asian markets.
- Played a central role in shaping the agency's trajectory, ensuring strategic coherence, financial efficiency, and successful collaboration within the vibrant landscape of visual identity and international market localisation.
- Crafted and executed a visionary strategy to guide creative endeavors, efficiently managing and allocating budgets to ensure optimal project execution.
- Cultivated and strengthened strategic partnerships with prominent Japanese companies.

18/09/2014 – 18/09/2015 San Basilio, Italy

Communication Expert Local Action Group SGT

- Orchestrated the marketing and communication strategy for this EU-funded initiative, encompassing brand awareness campaigns, social media management, setting the digital strategy, handling copywriting and moderation.
- Overseen web and social media analytics, ensuring the coordination of a team consisting of developers, designers, and IT providers.
- Guaranteed effective communication of project results in alignment with EU visibility guidelines.

01/06/2013 – 01/06/2013 Cagliari, Italy

Communication Consultant FPA

Instructed training modules on web and social media guidelines for public administration, aligning with Italian Legislative Decree 33/2013. Taught effective web writing techniques for public managers and officers, incorporating elements of viral marketing, SEO, responsive web design, and Facebook. Contributed expertise to FPA's role as a leading consultant in public administration innovation and modernization.



01/07/2010 – 15/02/2013 Rome, Italy

Communication Expert Italian Democratic Party

- Directed strategic planning and execution of communications and social media within the University & Research and Public Administration departments of the Italian Democrats party (Partito Democratico - PD).
- Managed official web and social media pages, orchestrated promotional campaigns of Search Engine Marketing and Social Media Marketing on Google AdWords and Facebook Ads, and oversaw project management for social media initiatives.
- Effectively resolved issues and supervised IT professionals, media teams, and advertising agencies.

Contract periods: 15/01/2013 - 15/02/2013, 26/06/2012 - 30/11/2012, 26/04/2011 - 31/08/2011, 01/07/2010 - 31/12/2010

07/07/2008 – 30/03/2011 Cagliari, Italy

Chief Communication & e-Learning Officer ASL 8 Cagliari, Learning & Education Department

- Played a pivotal role in driving innovation within the Learning & Education department as Chief Communication & e-Learning Officer.
- Successfully introduced and implemented the concept and practice of knowledge management, customer satisfaction initiatives, and advanced e-learning strategies.
- Contributed to enhancing the organizational landscape of one of the largest Italian public health companies, boasting over 8,000 employees in Cagliari, Sardinia.

Contract periods: 31/03/2009 - 30/03/2011, 07/07/2008 - 06/11/2008

01/08/2008 – 31/07/2010 Rome, Italy

Chief Web, Multimedia, and Viral Marketing Officer Associazione TrecentoSessanta

- Took a leadership role in orchestrating and implementing viral marketing and communication strategies on social media platforms.
- Ensured a robust online presence (web and social networks) for members of the political think-tank, including former Italian Prime Minister Enrico Letta, and other politicians, spearheaded the planning of web strategies and Google AdWords campaigns.
- Initiated and coordinated the new CRM project to connect with target audiences through Texts/emails.
- Provided support and coordination for the online editorial staff, while actively managing relationships with developers, designers, and IT providers.

Contract periods: 28/10/2009 - 31/07/2010, 01/08/2008 - 30/06/2009

01/03/2006 – 28/02/2007 Cagliari, Italy

Communication Expert Autonomous Region of Sardinia, Environment & Sustainable Development Department

Led the management of the online presence and event promotion for INFEA Sardegna website. Facilitated collaboration with developers, web designers, art directors, and service providers for seamless execution at the Environment Department of the Autonomous Region of Sardinia.

09/12/2001 – 09/01/2002 Rome, Italy

Online Copy Writer & Art Director Up To Com

Conceptualized and creatively developed the graphic design for one of the first Search Engine Marketing advertising campaign on Altavista, demonstrating a keen ability to optimize banners according to search engines' specifications.



EDUCATION AND TRAINING

01/03/2007 – 03/03/2008 Sydney, Australia

Master of Public Affairs University of Sydney, Faculty of Economics and Business

Crisis communication, Stakeholder management, Corporate Social Responsibility, Strategic communication, Dialogue Deliberation & Public Engagement, Leadership

Address The University of Sydney, NSW, 2006, Sydney, Australia | **Website** <https://www.sydney.edu.au/> |

Field of study Marketing and advertising , Management and administration , Social sciences, journalism and information not further defined | **Final grade** Merit | **Level in EQF** EQF level 7

01/10/1997 – 15/05/2003 Rome, Italy

Master of Media and Communication University of Rome la Sapienza, Faculty of Communication

Public and institutional communication, Political communication, Marketing and advertisement, Semiotics, Sociolinguistics, Social psychology, New technologies of communication, Cultural anthropology, Business and economics

Address Sapienza Università di Roma, Piazzale Aldo Moro 5, 00185, Rome, Italy | **Website** <https://www.uniroma1.it/en/> | **Field of study** Social sciences, journalism and information not further defined , Marketing and advertising ,

Information and Communication Technologies (ICTs) not further defined | **Final grade** Cum laude |

Level in EQF EQF level 7

01/08/2007 – 30/01/2008 Santa Barbara, United States

Dialogue, Deliberation, and Public Engagement Fielding Graduate University

Dialogue, deliberation, and public engagement.

Address 2020 De La Vina Street, 93105, Santa Barbara, United States | **Website** <https://www.fielding.edu/> |

Field of study Inter-disciplinary programmes and qualifications involving social sciences, journalism and information

| **Final grade** Distinction

LANGUAGE SKILLS

MOTHER TONGUE(S): Italian

Other language(s):

English

Listening C2

Reading C2

Writing C2

Spoken production C2

Spoken interaction C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Digital Skills - Test Results

Information and data literacy	ADVANCED Level 6 / 6
Communication and collaboration	ADVANCED Level 6 / 6
Safety	ADVANCED Level 6 / 6
Problem solving	ADVANCED Level 6 / 6

Results from [self-assessment](#) based on [The Digital Competence Framework 2.1](#)



ADDITIONAL INFORMATION

IT skills

Software and platforms

Windows and Mac user, excellent knowledge of MS Office 365 (especially PowerPoint, Word, and Excel), great familiarity with Adobe CC 2024 suite (especially Photoshop and Dreamweaver, but also able to work with Premiere, InDesign and Illustrator), admin level skills with top open-source CMSs (mainly Drupal, WordPress and Joomla) and LMS (i.e., Moodle), basic fluency in HTML 5/CSS3, professional use of Google Analytics, Tag Manager, Search Console, Ads and other most popular social media marketing tools (Meta, X, YouTube), good command of SEO techniques and social media management tools (i.e., HootSuite), infographic services (i.e., Canva, Infogram), wireframing and website design services (i.e., Balsamiq, InVision), ability to work with agile techniques and web based project management applications (i.e., Trello), familiarity with a broad range of video conferencing systems and groupware tools (i.e., Zoom, WebEx, Adobe Connect, MS Teams, Google Meet, Google Workspace, etc.).

Publications

Free-lance journalist (photo reportages and articles)

- Amnesty International, 10/10/2023, "[Unlawful and discriminatory – The death penalty for drug related offences](#)" (pictures only)
- TPI - The Post Internazionale, 10/03/23, "[Reportage TPI – Singapore, tolleranza zero contro il narcotraffico: a morte gli spacciatori](#)"
- Nessuno Tocchi Caino, 24/04/23, "[Singapore: due giorni alla prima esecuzione del 2023](#)"
- Il Riformista, 28/04/23, "[Impiccato per la cannabis senza potersi difendere: il giorno del boia e la notifica improvvisa ai familiari](#)"
- Left, 05/07/23, "[Il lato oscuro di Singapore](#)"
- Left, 26/07/23, "[A Singapore il boia non si ferma](#)"
- Nessuno Tocchi Caino, 26/07/23, "[Singapore: impiccato un uomo per droga, tra due giorni toccherà a una donna](#)"
- l'Unità, 06/08/23, "[Pena di morte, a Singapore al patibolo per pochi grammi e pochi spiccioli](#)"
- Docu Magazine, Vol. 2, Issue 3, March 2021, "[Red Dao](#)"

Author (manuals and sector specific articles)

- Dip. Funzione Pubblica – 2022 Competenze digitali per la PA "[Dal social media management alla strategy. Tre spunti per migliorare la PA social](#)"
- Comunicazione Pubblica - Anno XXV, n.133, dic. 2016 "Perché la PA italiana dovrebbe cominciare a considerare l'uso avanzato delle inserzioni su Facebook e come farlo" (in [Turismo, valore del territorio e sistema della comunicazione pubblica](#)).
- Comunicazione Pubblica – Anno XXIII, n.129, gen./lug. 2014 "Quattro spunti per la comunicazione pubblica su web e social media" (in [Sistema Digitale](#)).
- AIDEM srl – feb./mar. 2014 "Trasparenza e siti web della Pubblica Amministrazione secondo il D.Lgs 33/2013"

Co-author (manuals and sector specific articles)

- Istimedia edizioni – 2021 "La social media strategy nelle politiche pubbliche" (in [Nuovo manuale di comunicazione pubblica](#)) ISBN 978-8-86658-11-16.
- Dip. Funzione Pubblica / FormezPA – 2020 "Comunicare e condividere all'interno dell'amministrazione" (Cap. 2.1 in [Syllabus delle competenze digitali della Pubblica Amministrazione](#)).
- Maggioli Editore – mar. 2019 "[La comunicazione digitale per la PA. Scrivere testi efficaci in siti, app e social network della pubblica amministrazione](#)" ISBN 8891634054.
- Dip. Funzione Pubblica / FormezPA – gen. 2018 "Social Media Strategy con metodo" (pp. 142-154, in [Social Media e PA, dalla formazione ai consigli per l'uso, 2° ed.](#)) ISBN 978-88-941016-6-9.
- Dip. Funzione Pubblica / FormezPA – lug. 2017 "Facebook" (pp. 19-33, in [Social Media e PA, dalla formazione ai consigli per l'uso, 1° ed.](#))



Networks and memberships

01/01/2004 – 31/12/2022

Italian Association of Public and Institutional Communication

- 2015-2022. Professional certification
- 2017-2019. National board member.
- 2013-2016. Director of the Sardinian delegation.
- 2004 - 2022. Associate.

01/01/2020 – 31/12/2021

Task force on social media policy - Italian Ministry for Public Administration 2020-2021. [Member of the task force](#)

Creative works

Video making Examples of institutional and music videos produced as director and/or line producer.

Links <https://www.youtube.com/watch?v=0JjkpkKtV-Y> | <https://www.youtube.com/watch?v=h-6ehTDZBrE>

Conferences and seminars

Speaker (2019-2023)

- 13/12/2023, AssoArpa "Strategie della comunicazione digitale".
- 06/12/2023, Scuola di Politiche "Strategie di comunicazione digitale per le istituzioni pubbliche"
- 04/12/2023, AssoArpa "Strumenti e tecniche della comunicazione digitale"
- 14/10/2022, Formez PA "Stakeholders e strategie digitali"
- 13/10/2022, Formez PA "Scrittura digitale"
- 07/10/2022, Formez PA "Piano di Comunicazione e coinvolgimento degli Stakeholders – Strumenti"
- 16/09/2022, Formez PA "Piano di Comunicazione e coinvolgimento degli Stakeholders – Dalla teoria alla pratica"
- 08/07/2022, Formez PA "Piano di Comunicazione e coinvolgimento degli Stakeholders - Metodologia"
- 14/10/2021, Anci Toscana "Tecniche e trucchi per ottimizzare la comunicazione sui social"
- 12/10/2021, Anci Toscana "Social media strategy e content strategy"
- 05/10/2021, Anci Toscana "Linguaggio e strumenti di comunicazione sui social"
- 27/04/2021, Formez PA "Comunicare un progetto europeo"
- 24/03/2021, Accredia "From social media management to social media strategy"
- 26/01/2021, Dipartimento della funzione Pubblica, [presentazione della metodologia per la social media strategy delle PPAA](#)
- 14/12/2020, Formez PA "Social media strategy, analytics e inserzioni a pagamento" per la Regione Toscana
- 02/12/2020, Formez PA "[Social media strategy, analytics e inserzioni a pagamento](#)" per le PPAA italiane
- 20/11/2020, Dipartimento della funzione Pubblica, presentazione dei risultati della mappatura delle social media policies delle amministrazioni centrali e regionali
- 21/10/2020, Formez PA "[Scrivere sui social della PA: hashtag, link, immagini e stile](#)"
- 20/10/2020, Formez PA "[Scrivere sui social della PA: hashtag, link, immagini e stile](#)" per la Regione Toscana
- 04/06/2020, Formez PA "Social media strategy, analytics e inserzioni a pagamento" per il Comune di Mazara del Vallo
- 03/06/2020, Formez PA "Social media strategy, analytics e inserzioni a pagamento" per il Comune di Vicenza
- 27/05/2020, Università di Cagliari "Strategia, comunicazione pubblica e social media"
- 26/05/2020, Dipartimento della Funzione Pubblica "[Comunicare e condividere all'interno dell'amministrazione](#)"
- 21/05/2020, Formez PA "Scrivere sui social della PA: hashtag, link, immagini e stile" per il Comune di Mazara del Vallo
- 20/05/2020, Formez PA "Scrivere sui social della PA: hashtag, link, immagini e stile" per il Comune di Vicenza
- 16/04/2020, Formez PA "Uso professionale di YouTube" per il Comune di Vicenza
- 12/02/2020, Formez PA "Progettazione partecipata di strategie di comunicazione attraverso i social" per la Regione Toscana (Firenze)



- 10/02/2020, Formez PA "Progettazione partecipata di strategie di comunicazione attraverso i social" per il Comune di Mazara del Vallo (Mazara del Vallo)
- 07/02/2020, Formez PA "Progettazione partecipata di strategie di comunicazione attraverso i social" per il Comune di Vicenza (Vicenza)
- 04-05/06/2019, Maggioli "Scrivere per i social network e le app di messaggistica istantanea"

Speaker (2013-2018)

- 27/03/2018, Formez PA e Regione Autonoma della Sardegna "[Piattaforma Hyperlocal "Modulo avanzato: funzioni HCMS"- seconda edizione](#)"
- 20/03/2018, Formez PA e Regione Autonoma della Sardegna "[Piattaforma Hyperlocal "Modulo avanzato: funzioni HCMS"](#)"
- 30/01/2018, Formez PA e Regione Autonoma della Sardegna "[Piattaforma Hyperlocal "Modulo Base: funzioni dello strumento e raccolta dati"](#)"
- 23/01/2018, Associazione Italiana di Comunicazione Pubblica e Istituzionale "[Le principali piattaforme sociali - livello avanzato: Usare LinkedIn](#)"
- 16/01/2018, Associazione Italiana di Comunicazione Pubblica e Istituzionale "[Le principali piattaforme sociali - livello avanzato: Usare Facebook](#)"
- 19/12/2017, Associazione Italiana di Comunicazione Pubblica e Istituzionale "[Scrivere per i social](#)"
- 07/12/2017, Formez PA e Regione Autonoma della Sardegna "[Piattaforma Hyperlocal: Diffusione dello strumento agli operatori aeroportuali](#)"
- 26/04/2017, Associazione Italiana di Comunicazione Pubblica e Istituzionale "[Le principali piattaforme sociali - livello avanzato: Usare Twitter](#)"
- 18/04/2017, Associazione Italiana di Comunicazione Pubblica e Istituzionale "[Le principali piattaforme sociali - livello avanzato: Usare Facebook](#)"
- 01/12/2016, Associazione Italiana di Comunicazione Pubblica e Istituzionale "[Scrivere per il Web](#)"
- 24/11/2016, Formez PA "[Usare Facebook nella PA senza farsi male](#)"
- 10/11/2016, Formez PA "[Usare Facebook nella PA senza farsi male](#)"
- 29/09/2016, Regione Autonoma della Sardegna "School Makers – Percorsi di apprendimento digitale per le competenze del XXI secolo" (Cagliari).
- 23/10/2015, moderator Associazione Italiana di Comunicazione Pubblica e Istituzionale "Com.Lab 2015", tavola rotonda su "Sicurezza, ICT e Reti" (Saint-Vincent)
- 10/12/2014, Formez PA "[Comunicare bene, comunicare web](#)" (Cagliari)
- 17/11/2014, moderator Associazione Italiana di Comunicazione Pubblica e Istituzionale – Delegazione Sardegna "Piovoano dati. Irrighiamo il territorio" (Cagliari)
- 13/03/2014, Università di Sassari "Verso una Sardegna Social? Le amministrazioni comunali alla sfida dei social media e dei cittadini connessi", tavola rotonda "Verso un'amministrazione 2.0. Opportunità e ostacoli per l'innovazione della comunicazione pubblica nell'età dei social media" (Sassari)
- 05/12/2013, Associazione Italiana di Comunicazione Pubblica e Istituzionale – Delegazione Sardegna "Trasparenza, partecipazione e cittadini connessi" (Cagliari)
- 28/05/2013, Formez PA "[Progettare campagne pubblicitarie sui social media](#)"
- 30/04/2013, Formez PA "[Principali piattaforme social: Facebook, Twitter, YouTube](#)"