

11.30 Workshops (simultaneous)

Workshop 4.
Debating Values in the Social Networks: Developing an Authoritative Voice

Eduardo Arriagada Professor of Journalism and Digital Convergence, Catholic University, Santiago (Chile)

Daniele Bellasio
Editor-In-Chief of "Il Sole 24 Ore", Milan (Italy)

Moderator: **Charo Sádaba** Consultant of Social Networks and Professor of Digital Marketing, University of Navarra, Pamplona (Spain)

Workshop 5.
Challenges of Catholic Television in the Digital Environment

Coordinated and Sponsored by **Rome Reports** TV News Agency

Sergio Peláez CEO of 13TV (Spain)

Lajos Kovács Director of Jezsuita Stúdió (Hungary)

Moderator: **Antonio Olivé** CEO of Rome Reports (Italy)

15.00 PAPERS*

16.15 Panel 4 - **Church and Communication: Learning from Christians in Difficult Environments**

Bishop **Anthony Fallah Borwah** of Gbarnga (Liberia)

Bishop **Philippe Jourdan** Apostolic Administrator of Estonia

Bishop **Basilio Yaldo** Auxiliary Bishop of Baghdad (Iraq)

Moderator: **Marta Brancatisano** Professor of Anthropology Pontifical University of the Holy Cross

17.15 Panel 5 - **Journalists' Voices: Five News Stories to Watch in the Next Year**

Giovanna Chirri ANSA (Italy)

Paloma García Ovejero Cope Radio (Spain)

Francis X. Rocca The Wall Street Journal (United States)

Nicole Winfield Associated Press (United States)

Moderator: **Diego Contreras** Vice Rector of Communications Pontifical University of the Holy Cross

18.45 **The Pope's Prayer Goes Viral**

Juan Della Torre Founder and CEO of La Machi (Argentina)

19.00 Closing Session

José María La Porte Dean of School of Church Communications Pontifical University of the Holy Cross



VENUE / SEDE

Pontificia Università della Santa Croce
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ONLINE REGISTRATION AND INFORMATION

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REGISTRATION FEE / QUOTA D'ISCRIZIONE

€ 220,00

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31st March 2016



SIMULTANEOUS TRANSLATION /

TRADUZIONE SIMULTANEA

Italian – English – Spanish

Italiano – Inglese – Spagnolo

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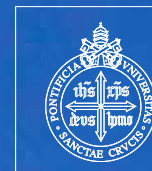
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School of Church Communications

10th Professional Seminar
for Church Communication Offices

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**MANAGING
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IN A DIGITAL
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Rome, April 26-28, 2016



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TUESDAY, APRIL 26TH, 2016

- 8.30 Distribution of Materials
- 9.30 Welcome from the Rector
- Presentation
Communications in Concentric Circles: A Proposal for Church Communication Offices
Marc Carroggio Professor of Communication Management
Pontifical University of the Holy Cross
- 10.00 **The New Role of Communicators: From Content Diffusers to Promoters of Culture**
Charles Marsh Professor of Journalism and Mass Communications
University of Kansas (United States)
- 10.45 Presentation of the School's Academic Journal "Church, Communication & Culture"
- 11.00 Break
- 11.30 **PAPERS***
- 12.30 End of Session
- 15.00 **Workshops** (simultaneous)

Workshop 1.
From a Single Spokesperson to a Plurality of Voices: Advantages and Challenges for the Consistency of the Message

Ivan Maffeis
Director of the Communication Office of the Italian Bishops' Conference (Italy)
Training Experts for the Public Debate

Rafael Medeiros Coordinator of the "Projeto Comunicação Aberta", São Paulo (Brazil)
Laudato si' in Brazil: A Media Success

Margaret Doherty
Deputy Director of Communications, Catholic Bishops' Conference of England and Wales (UK)
The Communication Value of the Testimony

Enrique Yeves
Communications Director, FAO (United Nations)
Internet Voices: Experiences from an International Organization

Moderator: **Giovanni Tridente**
Communications Department
Pontifical University of the Holy Cross

Workshop 2.
Communication of Religious Events in the Digital Age

Simeón Reyes
Diocese of El Salvador and **Alfredo Vela**
Director of the "Grupo Educare" (San Salvador)
The Beatification of Oscar Romero

Antonio Hernández Deus and **Teresa Sádaba**
Directors of Communication for **The Beatification of Álvaro del Portillo** (Spain)

Marion Mulhall
Founder and CEO of worldpriest.com (Ireland)
The Project worldpriest.com

Moderator: **Christiane Monteiro**
Canção Nova TV (Brazil)

16.45 Panel 1 - Big Data and Institutional Communication

Alessandro Chessa Institute for Advanced Studies, Lucca (Italy)
Free Tools to Listen to the Social Online Conversation

Marc Argemí CEO of Sibilare, Barcelona (Spain)
Analysis of the Public Conversation about a Church Event

Moderator: **Daniel Arasa** Professor of Digital Communications
Pontifical University of the Holy Cross

17.45 Break

18.00 Public Opinion in the Church. A Communicative and Ecclesiological Reflection

Norberto González Gaitano Professor of Media Ethics and Public Opinion
Pontifical University of the Holy Cross

18.30 **Debate** (Afternoon Speakers)

19.00 End of Session



WEDNESDAY, APRIL 27TH, 2016

8.30 Appointment for the Papal Audience (St. Peter's Square)

12.00 Meeting (Vatican City)

The Church and New Communication Challenges

Dario E. Viganò Prefect of the Secretariat for Communications (Vatican)

15.00 **PAPERS*** and Workshops (simultaneous)

Papers.



Workshop 3.
Communications Experiences from Papal Trips

Panel coordinated by **Yago de la Cierva**
Executive Director of World Youth Day 2011

* See the five different Topic areas, submission requirements and other information on the Papers in the Seminar website.

* Puoi consultare le cinque aree tematiche proposte e la procedura per la presentazione delle comunicazioni sul sito web del Seminario.

16.30 Break

16.45 Social Media Policies: Principles and Trends

Daniele Chieffi Media Relations and Social Media Management for Eni (Italy)
In conversation with **Bruno Mastroianni** Professor of Media Relations
Pontifical University of the Holy Cross

17.30 Panel 2 - Managing Digital Identity: Church Experiences

Karen Toftera CAFOD - Humanitarian Agency of the Catholic Church in England and Wales (UK)

Ronnie Convery Director of Communications of the Archdiocese of Glasgow (Scotland)
Juan Narbona International Web Editor of opusdei.org (Italy)

Moderator: **Rita Marchetti** Professor of Digital Media, University of Perugia (Italy)

19.00 Cocktail



THURSDAY, APRIL 28TH, 2016

8.45 Welcome and Overview for the Third Day

9.00 The Communication Power of Mercy

Antonio Maria Sicari Carmelite priest, Theologian and Writer
Studio Teologico Carmelitano, Brescia (Italy)
Emmanuel Edwards Sister of the Missionaries of Divine Revelation
Faith and Art Itinerary of the Vatican Museums (UK)

10.00 Panel 3 - Apps: New Ways to Share Values?

Paolo Padrini Creator of iBreviary, Alessandria (Italy)
Damien Schmitt Director of Global Digital Messaging for Relevant Radio, Green Bay (United States)

Moderator: **Ashley Renée Noronha** Media Training Expert
Pontifical University of the Holy Cross

11.00 Break

