



LUMSA
UNIVERSITÀ

DIPARTIMENTO
DI GIURISPRUDENZA, ECONOMIA,
POLITICA E LINGUE MODERNE

Wednesday
29 October 2020
5.00 - 7.00 p.m.
Room 8
Via Pompeo Magno 22
Rome

Digital Diplomacy Professorship
Degree programme LM-52 – International Relations

Flash Debate

New media, power and influence: what nexus?

Connectivity and cyberspace are the new battleground of international relations. Social media offers connectivity and turn “traditional communication” into a “conversation”. Digital diplomacy relies on soft power, and new media are a powerful tool to change behaviour and perceptions by using reputation, persuasion and attraction.

Open remarks

Marco Alberti

Senior International Institutional Affairs Enel S.p.A.
LUMSA Digital Diplomacy Adjunct Professor

Special guest

Roberta Vivenzio

Acting Head of Media & Digital, Borsa Italiana - London Stock Exchange Group

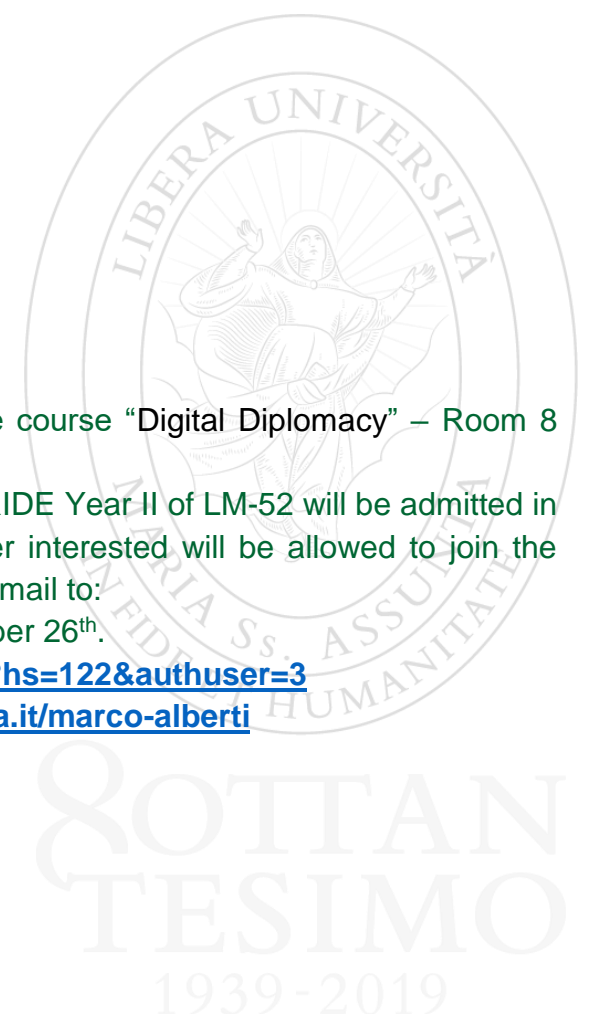
PLEASE NOTE: Meeting to be held in the framework of the course “Digital Diplomacy” – Room 8 LUMSA – VIA Pompeo Magno 22.

Only students enrolled in the curriculum Digital Diplomacy - IRIDE Year II of LM-52 will be admitted in person, upon reservation through the usual modalities. Other interested will be allowed to join the debate exclusively online, through Google Meet, sending an email to:

m.alberti@lumsa.it / stefano.salomoni@enel.com by October 26th.

Event access code: <https://meet.google.com/bmt-vote-vki?hs=122&authuser=3>

Also available on the teacher’s web page. <https://www.lumsa.it/marco-alberti>



info: lumsa.it

