



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

Saturday
November 7, 2020
9.00 a.m. - 1.00 p.m.
Room: Aula Informatica
Piazza delle Vaschette, 101
Roma

COMPANY PRESENTATION

Maximising data insights

Optimize communications performance by media
analytics and data trend evaluation

9.00 a.m.
Introduction

Fulvio Ferrari

Professor at LUMSA University

Course in Communication Metrics, Web Analytics & Datamining

Speaker

Amy Parry

Insight Lead at Vuelio



A professional in media communications evaluation and insight for over eight years, after graduating from Cardiff University with a BA in Journalism, she started her career at the multinational agency PRIME Research. Over the years she specialised in communication metrics, media analytics and data insights, providing consultancy to some of the world's largest companies. After founding her own consultancy for three years in Germany, Amy moved back to the UK to work for the industry-leading Public Communications software company, Vuelio to start her own department, offering software clients additional insight and value through her consultancy and Insight services. Graduated from Cardiff University with a BA in Journalism

Conclusions

Debates and exercises with participants

info: lumsa.it

