Immagine che contiene Carattere, Elementi grafici, testo, grafica

Il contenuto generato dall'IA potrebbe non essere corretto. 

**Crossing Paths: Legal & PR for brand reputation**

**AGENDA**

**5:30–5:35 PM**  
**Opening Remarks**  
*Lorenzo Brufani*

**5:35–5:45 PM**  
**The Contribution of PR to corporate reputation**  
*Lorenzo Brufani (EACD, Competence)*

**5:45–5:55 PM**  
**Brand Safety: the role of the legal department in reputation protection**  
*Paolo Lazzarino (ADVANT Nctm)*

**5:55–6:05 PM**  
**Crisis communication and disclosure obligations in case of a cyberattack**  
*Giulio Uras (ADVANT Nctm)*

**6:05–6:15 PM**  
**Case study: Reputation and Global PR/Legal Coordination**  
*Claudia Loda (Paramount Global)*

**6:15–6:25 PM**  
**Case study: Empathy or Liability? The apology dilemma during a crisis**  
*Luciano Luffarelli (Piaggio Aerospace)*

**6:25–6:35 PM**  
**Open discussion: Prompts & Q&A on critical scenarios and operational choices**

**6:35–6:45 PM**  
**Wrap-up: Key lessons and shared best practices**

**From 6:45 PM**  
**Cocktail and networking**