 

**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**