

Communication of Heritage

Trainers and Training Modules

Michele Trimarchi (ECCOM and IULM University Foundation)

Module 1 – The market for cultural heritage and its communication strategies: demand, impact and sustainability

Cristina Da Milano (ECCOM)

Module 2 – Cultural communication for the weak: lifelong learning and social inclusion through cultural heritage

Marco Meneguzzo (University of Tor Vergata, Roma)

Module 3 – Public management of cultural heritage and human resources: communication within cultural organizations

Stefania Senese (Consultant; former UN Economic Expert)

Module 4 – Accountability and reporting: benchmarking and public communication of managerial outcomes

Alessandro Papini (IULM University Foundation)

Module 5 – Institutional communication of cultural heritage administration

Valentina Cimino (Comunicare, Milano)

Module 6 – Strategies for communicating with private companies: exchanges, fundraising, joint projects