

Workshop

Case Study Vatican Museums

LUISS Business School

13 ²⁰¹⁶
October
Aula Toti

Programme

- 4:00 pm** **Welcome speeches**
Paolo **Boccardelli** – LUISS Business School
- 4:15 pm** **Vatican Museums: the case study**
Mark **Hughes-Morgan** - Centre for Corporate Reputation
Rupert **Younger** - Centre for Corporate Reputation
- 4:45 pm** **Round Table: patronage and corporate reputation**
Andrea **Illy** – Illy*
Lucia **Boscaini** – Bulgari
Stefano **Lucchini** – Visiting Fellow Oxford University
- 5:30 pm** **Final Remarks**
Barbara **Jatta** – Musei Vaticani

(*) In attesa di conferma

