



## THE UNIPOL GROUP IN THE LIMELIGHT AT THE INTERNATIONAL JOURNALISM FESTIVAL 2019

The insurance group, sponsoring the event for the second year, will be organising a round table on the role of Business Observatories as research and business tools

Perugia, 1 March 2019

The **Unipol Group** again in the limelight at the *International Journalism Festival* in Perugia: for the second year in a row, the insurance group is among the sponsors of the 13<sup>th</sup> edition of the Festival, one of the most anticipated cultural events in Italy, which now has a global scope thanks to its busy schedule of meetings, debates and interviews with the most influential representatives of the world of journalism, media and communication.

As part of the Festival, scheduled in Perugia from 3 to 7 April 2019, the Unipol Group will be organising a round table to discuss the role of **Business Observatories** - research and business tools that have now become strategic - renewing its commitment to contributing to the country's cultural debate.

The meeting, entitled "*Gli Osservatori sono strategici per lo storytelling dell'azienda?*" (*Are Observatories strategic for a company's storytelling?*), will be organised in collaboration with **iCorporate** - a consulting firm specialising in integrated corporate communications - and will be held on 5 April at 12pm in Sala Priori at the Hotel Brufani.

The discussion, which will be examining in detail the role of Observatories as a key resource also for the production of business content and the experience of Italian companies in this area, will be conducted by: **Fernando Vacarini**, Head of Media Relations at the Unipol Group and Editor-in-Chief of *Changes* (the Group's blog magazine), **Liliana Cavatorta**, Head of the *Reputational & Emerging Risk* Observatory at the Unipol Group, **Fiammetta Fabris**, CEO of UniSalute and **Marco Lanzoni**, Head of Finance Market at SCS Consulting, who will also be presenting the results of a dedicated research. **Giampaolo Colletti**, Head of Digital Communication at Sanofi Italia and contributor for *Il Sole24Ore*, *StartupItalia!*, *Millionaire* and the free daily paper *Metro*, will be moderating the discussion.

The *International Journalism Festival*, one of the most popular events on the Net, will also be an opportunity to develop an intense live tweeting activity: on 5 April, a dedicated **Influencer Team** will be **tweeting** about this appointment using the hashtag **#IJF19Unipol**, in addition to the Festival's official hashtag, **#IJF19**.

### Unipol Gruppo S.p.A.

Unipol is one of the main insurance groups in Europe with total premiums of approximately €12.2bn, of which €8.0bn in Non-Life and €4.3bn in Life (2018 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A., founded at the start of 2014 and a leader in Italy in the Non-Life Business, particularly MV TPL. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions, and maintains a presence in the bancassurance channel. Lastly, it also operates in the banking realm through the network of Unipol Banca branches, and manages significant diversified assets in the real estate, hotel and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

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