



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

Saturday
November 21, 2020
9.00 a.m. - 1.00 p.m.
Room: Aula Informatica
Piazza delle Vaschette, 101
Roma

SEMINAR

Influencers Key Metrics:

Measure what matters from Shared to Earned Media.

9.00 a.m.
Introduction

Fulvio Ferrari

Professor at LUMSA University

Course in Communication Metrics, Web Analytics & Datamining

Speaker

Luca Rallo

Blogger, Influencer & Storyteller, Digital PR Strategist, Trainer



While content is considered "the king" when it comes to engagement and brand awareness, influencer communications is quickly becoming "the queen". And influencers metrics have already proven to be an effective asset to achieve communication objectives and business results.

The seminar will deep dive into the art of influencer metrics with Luca Rallo who is a professional blogger, journalist, trainer, communicator, former professional sports executive in the world of basketball with great passion for digital PR, digital communication and social media marketing.

Followers: Twitter +36K, LinkedIn: +27K, Instagram +31K, Facebook +5900, Telegram 600

Conclusions

Debates and exercises with participants

info: lumsa.it

