

Curriculum vitae

Chiara Valentini



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EDUCATION

- 2004-2008 **Ph.D. in Organizational Communication and Public Relations**, Department of Communication, University of Jyväskylä, Finland. Title of the PhD thesis: “Promoting the European Union-Comparative analysis of EU communication strategies in Finland and in Italy”. Supervisors: Emeritus Prof. Jaakko Lehtonen and Prof. Marita Vos.
- Summer 2005 European Doctoral Summer School in Communication, “Media and everyday life”, Tartu University, Estonia
- 1998-2003 **M.A. in Public Relations** (with Honours), Department of Foreign Languages and Literatures, University of Udine, Italy. Title of the MA thesis: “The euro 2002 information campaign: analysis and evaluations of the national advertising campaigns”. Supervisors: Prof. Giovanni Lunghi and Prof. Michael Lahey.
- 2001-2002 **Visiting student** (Erasmus Mundus Program), Laurentian University, Sudbury, Canada.
- 1993-1998 **Maturità linguistica** (linguistic high degree) at “Liceo Duca degli Abruzzi”, Treviso, Italy. Majors: Italian, English, French and German literatures and languages, History, Geography, Art, Philosophy, Latin, Mathematics.

ACADEMIC APPOINTMENTS

2008 - current	Assistant Professor , Department of Business Communication, Business and Social Sciences, Aarhus University, Denmark
Spring – Summer 2010	Visiting Professor , Department of Communication, College of Liberal Arts and Sciences, and University of North Carolina at Charlotte, USA
Spring – Summer 2010	Scholar-In-Residence at the Centre for Global Public Relations, University of North Carolina at Charlotte, USA
2004-2007	Research Associate and Doctoral Candidate , Department of Communication, University of Jyväskylä, Finland
2004-2005	Visiting Lecturer , Department of International School of Social Sciences, University of Tampere, Finland

TEACHING EXPERIENCE

Since 2011	Responsible for the IMC & PR profile of the English Master of Arts in Corporate Communication. The IMC & PR profile includes courses in 1) Integrated Marketing Communication and Public Relations, 2) Consumption, market and society, 3) Marketing, organisation and management, 4) Marketing & PR: Organisation, management and consumption, at the Faculty of Business and Social Sciences, Aarhus University, Denmark
Since 2010	Course lecturer: EU public communication (M.A. course), European media systems, policies and relations (M.A. course), Integrated Marketing Communication and Public Relations (M.A. course), at the Faculty of Business and Social Sciences, Aarhus University, Denmark
Since 2010	Course responsible: European media systems, policies and relations (M.A. course), at the Faculty of Business and Social Sciences, Aarhus University, Denmark.
2009-2010	Course lecturer: Communication Theory and Reception Analysis (B.A. course); EU, Business and Citizens (M.A. course); Integrated Marketing Communication and Public Relations (M.A. course), at the Faculty of Business and Social Sciences, Aarhus University, Denmark
Since 2008	Course responsible: EU public communication (M.A. course), at the Faculty of Business and Social Sciences, Aarhus University, Denmark.
2004-2005	Course lecturer: Institutional Communication (M.A. course), Department of Communication, University of Jyväskylä, Finland.

2004-2005 Adjunct lecturer: European NGOs (B.A. seminar), Department of International School of Social Sciences, University of Tampere, Finland.

STUDENT GUIDANCE

2008- current Supervisor for B.A. & M.A. theses, at the Faculty of Business and Social Sciences, Aarhus University, Denmark

2004-2008 Student Mentor, Department of Communication, University of Jyväskylä, Finland.

2001-2002 Tutor for Italian culture and language, Laurentian University, Sudbury, Canada

RESEARCH AREAS

Public Relations & Relationship Management
Public & Political Communication
Public Affairs & Public Diplomacy
New & Social Media
European Union

AWARD AND HONORS

2010 *Best Paper Award, Institute for Public Relations BledCom Special Prize* awarded at the 17th BledCom International Public Relations Research Symposium, 2-3 July 2010, Lake Bled, Slovenia.

2010 *Second Best Paper Presented in a Roundtable Session, the Reputation Institute Award*, May 19- 21, 2010, Rio de Janeiro, Brazil.

2008 Runner-up Paper for the Institute Special Award for best new research on the personal influence model of public relations, Euprera congress, October 16-18, 2008, IULM University, Milan, Italy

2003 *Outstanding Academic Achievement Award* for the Master thesis, the Committee of the Faculty of Foreign Languages and Literatures, University of Udine, Italy

GRANTS AND SCHOLARSHIPS

2010	<i>Conference Travelling Grant, Otto Mønstedts Fond, Hellerup, Denmark (2,000DKK)</i>
2010	<i>Faculty Research and Travelling Grant, ASB Research Foundation, Aarhus University, Denmark (32,500 DKK)</i>
2009	<i>Publication Grant, AUFF, Aarhus University Research Foundation, Aarhus University, Denmark (9,500DKK)</i>
2004-2007	<i>Doctoral Scholarships, Department of Communication, University of Jyväskylä, Finland</i>
2005	<i>Conference Participation Grant, Department of Communication, University of Jyväskylä, Finland (1000€)</i>
2004	<i>Research Grant, Keski-Suomen Yhteisöjen Tuki, Jyväskylä, Finland</i>
2004	<i>Graduate Student Research Grant, NordForsk, Oslo, Norway (500€)</i>
2001	<i>Erasmus Mundus Full Year Scholarship, University of Udine, Italy.</i>
1998-2002	<i>ERDISU Outstanding Student Scholarship (4 times recipient), University of Udine, Italy.</i>

SERVICE AND OUTREACH

Offices and board advisory appointments

2011 – current	Secretary of ICA Public Relations Division
2010 – current	Book Review Editor for <i>Corporate Communication: An International Journal</i>
2010 – current	Advisory Member for the <i>Center for Global Public Relations</i> , at UNCC, Charlotte, NC, USA
2009 - current	Member of the Editorial Board for the <i>Journal of Media and Communication Studies</i>
2007 - 2008	NCA Pride Committee Member

Journal reviewer

2010 - current	<i>Journalism: Theory, Practice & Criticism</i> , Ad Hoc Reviewer
2010 - current	<i>ComPol, Comunicazione Politica</i> [trans. (Italian) Political Communication (Journal)], Ad Hoc Reviewer
2010 - current	<i>Corporate Communication: An International Journal</i> ,
2008 - current	<i>Human Communication Research</i> , Ad Hoc Reviewer

Conference reviewer

- 2007 - current ICA Annual Conference Reviewer for the Public Relations Division
- 2007 - current ICA Annual Conference Reviewer for the Political Communication Division
- 2007 - 2009 NCA Annual Conference Reviewer for the Public Relations Division

Professional Service

- 2006 - current Author of different contributions and commentaries published in FERPI (Italian Federation of Public Relations).
- 2004 - 2005 Employee representative at LionBridge oy (private company), Tampere, Finland. Organization size: approx. 300 persons.

PROFESSIONAL AFFILIATIONS

- ECREA member (European Communication Research and Education Association)
- EMERALD Literati Network member
- EUPRERA member (European Public Relations Education and Research Association)
- ICA member (International Communication Association)

PROFESSIONAL EXPERIENCES

- 2004 - *Independent Consultant*. Providing support and advice to different organizations, institutes and professional people in the fields of communications and public relations by working on specific project-related tasks.
- 2007-2008 *Media analyst* at the research institute Media Tenor AG, Zurich, Switzerland. Responsible of the research and content analyses of different Italian, Swiss and international media (press and radio-television news) for social, political, corporate and reputation studies.
- 2007 *Communication Officer* for DG Communication, Representation of the European Commission in Italy, Rome (traineeship). Responsible for the organization of events, meetings and seminars, for the preparation of informative material and evaluation reports about the main activities of Europe Direct. Other activities were: taking care of media relations, providing support in defining editorial input for the Representation web site and assisting and cooperating to different internal and external communication activities.

- 2004-2005 *Localisation tester* by LionBridge (part-time job) Finland. Responsible for the quality control of localised products and services of NOKIA for the Italian market. As employee representative, my main tasks were to deliver company/wage information to employees and collect their concerns and questions, represent employees' interests at the management meetings and take care of the employee information network.
- 2003 *Project manager* by Tulossilta Ltd., Tampere, Finland. Responsible for different European projects. I was in charge of the analysis and studies of entrepreneurship and gender issues, for different external relations activities and for the organization of events. These projects were part of a European programme involving partners from four different European countries.
- 2002 *Manager assistant* by the International European Movement in Brussels, Belgium. Responsible for activities related to the promotion of the European awareness and for the organisation of the final conference of the project "Transnational Project Our Future – Our Europe: Promoting European Awareness". Other activities: administrative tasks, external relations activities, organization of events, press releases, coordination of and monitoring European projects.
- 2001 *Market researcher* by S.P.P.A. Partners, Verona, Italy. Responsible for the analysis and studies of the consumers' opinions of S.P.P.A. products and services and for different promotional activities.
- 2001 *Journalist* for the Public Relations Faculty newspaper, Gorizia, Italy.

LANGUAGES

Italian: native speaker

English and French: fluently spoken and written

German: fair level in spoken and written (Zertificat Deutsch B1)

Spanish, Finnish and Danish: elementary knowledge (passive)

MAIN PUBLICATIONS, CONFERENCE PAPERS, SCHOLARLY PRESENTATIONS AND SPEECHES

Books & Monographs

- [4] **Valentini, C.** & Nesti, G. (2010), *Public Communication in the European Union. History, Perspectives and Challenges*. Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

- [3] **Valentini, C.** and Muzi Falconi, T. (2008b) *Lo specchio infranto. Come i relatori pubblici e i giornalisti italiani percepiscono la propria professione e quella dell'altro* [trans. The shattered mirror. How Italian journalists and public relations practitioners reciprocally perceive their profession], Rome, Italy: Luca Sossella Edition.
- [2] **Valentini, C.** (2008a). *Promoting the European Union. Comparative analysis of EU communication strategies in Finland and in Italy*, Jyväskylä, Finland: Jyväskylä University Printing House.
- [1] **Valentini, C.** (2003). *The Euro 2002 Information Campaign: Analysis and Evaluation of the National Advertising Campaigns*; Master thesis. University of Udine, Udine, Italy.

Chapters in Books

- [8] **Valentini, C.** & Kruckeberg, D. (2011, forthcoming), "Iran's Twitter Revolution": A Case Study about a Political Crisis. In A. George & C. Pratt (Eds.), *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*. Routledge
- [7] **Valentini, C.** & Nesti, G. (2010), "Introduction". In Valentini, C. & Nesti, G. (eds.), *Public Communication in the European Union. History, Perspectives and Challenges* (pp. 1-21). Newcastle upon Tyne, UK: Cambridge Scholars Publishing
- [6] **Valentini, C.** (2010), "The EU, Europe Direct centres and Civil Society Organizations. An Enchanted Partnership?". In Valentini, C. & Nesti, G. (eds.), *Public Communication in the European Union. History, Perspectives and Challenges* (pp. 139-163). Newcastle upon Tyne, UK: Cambridge Scholars Publishing
- [5] Nesti, G. & **Valentini, C.** (2010), "Conclusions". In Valentini, C. & Nesti, G. (eds.), *Public Communication in the European Union. History, Perspectives and Challenges*, (pp. 389-408). Newcastle upon Tyne, UK: Cambridge Scholars Publishing
- [4] Nesti, G. & **Valentini, C.** (2009). "E-democracy and Italian Public Administrations: New Media at the Service of Citizens". In M. Ardizzoni and C. Ferrari (eds.), *Beyond Monopoly. Contemporary Italian Media and Globalization* (pp. 151-170). Lanham, MD, USA: Lexington Books
- [3] **Valentini, C.** & Ferrero, F. (2007). "EU Research- From present policies to future challenges". In F. Dal Fjeldavli (ed.), *Why Europe's Economy needs more Integration*, pp. 31-41. Brussels, Belgium: Publications of the Young European Federalists (JEF-Europe).
- [2] **Valentini, C.** (2005b). "The Communication Quality of Kuriiri Project". In Nupponen, T. (ed.) *Kuusi tutkimusnäkökulmaa Kuriirin työhön* (pp. 4-19). Jyväskylä, Finland: Kirjapaino Oma.

- [1] **Valentini, C.** (2005a). "The Promotion of European Identity". In J. Lehtonen and D. Petkova (eds.) *Cultural Identity in an Intercultural context* (pp.196-213). Jyväskylä, Finland: Jyväskylä University Printing House.

Refereed Publications in International Scholarly Journals

- [9] **Valentini, C.** & Kruckeberg, D. (2011), "Public relations and trust in contemporary society. A Luhmannian perspective of the role of Public Relations in enhancing trust among social systems", *Central European Journal of Communication*, 4(1), pp. 89-107
- [8] Romenti, S. & **Valentini, C.** (2010), "Alitalia Response Strategies to its Organizational Crisis – A situational analysis", *Corporate Communication: An International Journal*, 15(4), pp. 380 - 396
- [7] **Valentini, C.** (2010), "Personalised networks of influence in Public Relations. Strategic Resources for Achieving Successful Professional Outcomes", *Journal of Communication Management* 14(2), pp. 153-166.
- [6] **Valentini, C.** (2009), "Italian Public Relations in a Changing World. Historical Overview, Current Questions and Future Challenges", *PRism* 6(2), pp. 1-11
- [5] **Valentini, C.** (2008b). "Political communication in International settings. The case of the European Union", *Journal of International Communication* 14(2), pp. 102-116
- [4] **Valentini, C.** (2008a). "Communicating EU in the Member States: Comparative analysis of Finnish and Italian Communication Strategies", *International Journal of Strategic Communication* 2(4), pp. 216-243
- [3] **Valentini, C.** (2007b). "EU media relations - an Outlook from Finnish and Italian journalists", *Global Media Journal- Mediterranean Editions* 2(2), Fall 2007, pp. 82-96.
- [2] **Valentini, C.** (2007a). "Global versus Cultural Approaches in Public Relationship Management: The case of the European Union", *Journal of Communication Management* 11(2), pp. 117-133.
- [1] **Valentini, C.** (2006). "Manufacturing EU consensus: the reasons behind EU promotional campaigns", *Global Media Journal- Mediterranean Editions* 1(2), Fall 2006, pp. 80-96.

Refereed Publications in Conference Proceedings

- [8] Laursen, B. & **Valentini, C.** (2010), Communicating the EU to the Media: the Delicate Role of Press Officers at the EU Council of Ministers. In D. Vercic & K. Sriramesh (eds.), *Proceedings of the 17th International Public Relations Research Symposium Bledcom*, pp. 162- 170

- [7] **Valentini, C.** & Pollach, I. (2010), "Branding a Nation on YouTube: The Ethical Implications of a Promotional Choice". In K. Yamamura (ed.), *Proceedings of the 13th Annual International Public Relations Research Conference*, pp. 834-855
- [6] **Valentini, C.** (2009), "The Struggle for Recognition. Personal Influence Model, Cultural Premises and Corruption - Understanding Societal Orientations towards Informal Relations". In A. Rogojinaru & S. Wolstenholme (eds.), *Current Trends in International Public Relations, Proceeding of EUPRERA Congress 2009* (pp. 365-384), Bucharest, RO: Tritonic.
- [5] Romenti, S. & **Valentini, C.** (2009), "Alitalia Response Strategies to its Organizational Crisis: A Situational Analysis". In C. M. Genest & Goodman, M. B. (eds.), *Proceedings of the Conference on Corporate Communication 2009*, pp. 244-255
- [4] **Valentini, C.** (2009), "Beyond the Traditional PR Competences- Personalised Network of Influence as Strategic Resources for Successful PR Activities". In E. Invernizzi, T. Muzi Falconi & S. Romenti (eds.), *Institutionalising PR and Corporate Communication, Proceedings of Euprera 2008 Milan Congress, Vol. 2* (pp. 879- 903), Milan, IT: Pearson.
- [3] **Valentini, C.** (2009), "Looking for Institutionalization: Italian Public Relations and the Role of Credibility and Professionalism". In K. Yamamura (ed.), *Proceedings of the 12th Annual International Public Relations Research Conference*, pp. 553-569
- [2] **Valentini, C.** (2006), "Applicability of global approach for relationship management". In Postružnik, N. and Zagrajšek, K. T. (eds.), *Zbornik 10. Slovenske Konference o odnosih z javnostmi* (trans. "Proceedings of the 10th Slovene Conference on Public Relations"), pp. 82-83. Ljubljana: CIP- Kataložni zapis o publikaciji Narodna in univerzitetna knjižnica.
- [1] **Valentini, C.** (2006), "The Public Relations of the European Union". In M. Watson DiStaso (ed.), *Proceedings of the 9th International Public Relations Research Conference*, pp. 524-533

Other Publications

- [10] **Valentini, C.** (2011, January), "Creazione di significato e valore aziendale" [trans. "Meaning creation and organizational value"]. *Relazioni Pubbliche*, XX, 63, pp. 6-7
- [9] **Valentini, C.** (2010), "Handling Social Media with Care", *Communication Director Magazine*, n. 03/2010, pp. 64-67
- [8] **Valentini, C.** (2010, May), "Perchè tanto 'buzz' per i social media? Alcune considerazioni sull'utilizzo dei social media nelle stakeholder relations nel tempo del web 2.0" [trans. "Why so much 'buzz' about social media? Some considerations on the use of social media for stakeholder relations at the time of web 2.0"], *Relazioni Pubbliche*, XX, 61, pp. 10-11

- [7] **Valentini, C.** (2008, December), 'Going Glocal', *Behind the spin Magazine*, December 2008, URL: <http://www.behindthespin.com/features/going-glocal>
- [6] **Valentini, C.** (2008). Expert Opinion, section 'Agenda Setter- Communication ideas in the eyes of experts'. *Communication Director Magazine*, n. 04/2008, p. 8
- [5] **Valentini, C.** (2008), Promuovere l' Europa: Strategie di Comunicazione e Ricadute a livello locale. [trans. Promoting Europe: Communication Strategies and Local Outcomes]. *Comunicatori Pubblici Newsletter*, March 2008
- [4] **Valentini, C. & Muzi Falconi, T.** (2007, December), 'Professioni a confronto. Come i relatori pubblici e i giornalisti italiani percepiscono la propria professione e che giudizio danno della professione dell'altro' [trans. "Comparing professions. How Italian journalists and public relations practitioners perceive their own profession and evaluate the other profession"]. *Prima Comunicazione, Special issue "Uomini Comunicazione"*, pp. 16-32
- [3] **Valentini, C.** (2007), *Rapporto sulle attività dei centri italiani 'Europe Direct' per il coinvolgimento della società civile* [trans. "Report about the activities of the Italian centres 'Europe Direct' for the involvement of civil society"]. Commissioned by the Italian Representation of the European Commission, Rome, Italy, at URL: www.europe-direct.net
- [2] **Valentini, C.** (2006), Le Sfere Pubbliche e le loro frontiere: nuove idee e spunti per capire le dinamiche relazionali dei vari pubblici [trans. Public Sphere and their frontiers: new ideas and thoughts to understand relational dynamics of different publics], *FERPI Newsletter*, May 2006
- [1] **Valentini, C.** (2006), Ancora su interazione ricercatori professionisti [trans. More on scholar-professional interactions] *FERPI Newsletter*, May 2006

Scholarly Presentations in International Conferences with refereed process

- [21] Romenti, S. & **Valentini, C.** (2011), *Conversations that matters. Measuring Corporate Reputation through a Stakeholder Network Perspective*. Paper presented at the 13th EUPRERA Annual Congress "Public Relations in a Time of Turbulence", 8-10 September 2011, Leeds Metropolitan University, Leeds, UK
- [20] **Valentini, C. & Kruckeberg, D.** (2011), *New and social media: A conceptualization of meaning, use and implications of communication technologies in public relations*. Paper presented at the Center For Global Public Relations Research Conference, "Exploring Global Issues and Relationships", April 15, 2011, Charlotte, North Carolina, USA.
- [19] Romenti, S. & **Valentini, C.** (2010), *Talking about crisis- Italian bloggers' perceptions of Alitalia's crisis responses*. Paper presented at the 12th EUPRERA Congress in "Communication in a changing society; dynamics, risks and uncertainty", 23-25 September 2010, Jyväskylä, Finland.

- [18] **Valentini, C.** (2010), *An Intercultural Perspective on EU Information and Communication Policy and Actions: Fostering Europeanization or Enhancing Public Debates on the EU?*. Paper presented at the 1st EURECO International Conference, "Europe in the World: Challenges and Dynamics", University of Copenhagen, Denmark, 1-2 September.
- [17] Laursen, B. & **Valentini, C.** (2010), *Communicating the EU to the Media: the Delicate Role of Press Officers at the EU Council of Ministers*. Paper presented at 17th Bledcom International Public Relations Symposium, 2-3 July 2010, Lake Bled, Slovenia.
- [16] **Valentini, C.** (2010), "Encountering 'a country'. Opportunities and Weaknesses of Social Media for Nation Branding". Paper presented at the Panel on *Global public relations and Strategic Communication: Envisioning the Interplay of Culture and Communication Outside the Two-Way-Symmetrical Box*, ICA Annual Conference, SUNTEC International Conference Centre, June, 22-26 2010, Singapore, Singapore.
- [15] **Valentini, C.** (2010), "The Role of Public Relations in Creating Dialogue in Multi-Cultural Environments – An European Experience". Paper presented at the Panel on *Global public relations and Strategic Communication: Envisioning the Interplay of Culture and Communication Outside the Two-Way-Symmetrical Box*, ICA Annual Conference, SUNTEC International Conference Centre, June, 22-26 2010, Singapore, Singapore.
- [14] Pollach, I. & **Valentini, C.** (2010), *Ethics vs. Attention: A Case of Reputation Management via Social Media*. Paper presented at 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 19- 21, 2010, Rio de Janeiro, Brazil.
- [13] **Valentini, C.** & Pollach, I. (2010), *Branding a Nation on YouTube: The Ethical Implications of a Promotional Choice*. Paper presented at the 13th Annual International Public Relations Research Conference, 'Ethical issues for Public Relations Practice in a Multicultural World'; March 10-14, 2010, Miami, Florida, USA
- [12] **Valentini, C.** (2009), *The Struggle For Recognition. Personal Influence Model, Cultural Premises and Corruption - Understanding Societal Orientations towards Informal Relations*. Paper presented at the 11th EUPRERA Congress in 'Corporate Citizens of the Third Millennium. Towards a Shared European Perspective', September 23-26, 2009, Bucharest, Romania.
- [11] **Valentini, C.** (2009), *Alitalia Response Strategies to its Organizational Crisis: A Situational Analysis*. Paper presented at CCI Corporate Communication Study 2009, 5 – 8 June 2009, Wroxton College, Wroxton Nr. Banbury, Oxfordshire, United Kingdom.
- [10] **Valentini, C.** (2009), *Looking for Institutionalization: Italian Public Relations and the Role of Credibility and Professionalism*. Paper presented at the 12th Annual International Public Relations Research Conference, 'Research that Supports & Advance the Practice'; March 11-14, 2009, Miami, Florida, USA.
- [9] **Valentini, C.** (2008). *Beyond the traditional PR competencies- personalised networks of influence as strategic resources for successful PR activities*. Paper presented at the

10th EUPRERA Congress in 'Institutionalizing Public Relations and Corporate Communication', 16-18 October 2008, IULM University, Milan, Italy.

- [8] **Valentini, C.** (2007). *Assessing the quality of EU media relations-journalists' opinions on EU communication actions for Finnish and Italian media*. Paper presented at the Political Communication Research Section, IAMCR conference 'Media, Communication, Information: 50 years of theories and practices', 23-25 July 2007, Paris, France.
- [7] **Valentini, C.** (2006c). *Public Relationship Management in different national cultural contexts: the case of the European Union*. Paper presented at the 8th EUPRERA Congress in 'Strategic Communication in a Multi-Cultural Context', 6-9 September 2006, Lake District, United Kingdom.
- [6] **Valentini, C.** (2006). *Constructing public support: EU communication challenges for the process of integration*. Paper presented at the International conference 2006 on "Public Spheres and their Boundaries" organized by Tampere Centre for Cultural Studies (TACS), 25-27 May 2006, University of Tampere, Tampere, Finland.
- [5] **Valentini, C.** (2006). *The Public Relations of the European Union*. Paper presented at the 9th Annual International Public Relations Research Conference, 'Changing Roles and Functions in Public Relations'; March 9-12, 2006, Miami, Florida USA.
- [4] **Valentini, C.** (2005). *The European Odyssey: Communication of Cultures vs. Culture of Communication*. Paper presented at the First European Communication Conference 'Fifty years of Communication Research in Europe: past and future', 24-26 November 2005, Amsterdam, The Netherlands.
- [3] **Valentini, C.** (2005). *The Social Responsibility of the European Institutions*. Paper presented at the 7th EUPRERA Congress in 'Public Relations, Corporate Values, Social responsibility and social commitment', 10-13 November 2005, Lisbon, Portugal.
- [2] **Valentini, C.** (2005). *Mass media and EU communication*. Paper presented at the European Doctoral Summer School in Communication 'Media and Everyday Life', 23-28 August, Tartu University, Tartu, Estonia.
- [1] **Valentini, C.** (2005). *Finnish and Italian Communication Strategies for the EU Information*. Paper presented at 'Viestinnän tutkimuksen päivät' (trans. Communication research days), 4-5 February 2005, Helsinki, Finland.

Conference Panel Chair/Respondent

- [3] (2010) Chair for panel A and B, track 1, risk perception and crisis communication, EUPRERA 2010 Congress "Communication in a changing society; dynamics, risks and uncertainty", Jyväskylä, Finland, 23-25 September 2010.
- [2] (2010), Chair and Panel Organizer: *Communicating the EU in a transnational environment: exploring new theoretical and empirical pathways*, ECREA 3rd

conference “Transcultural Communication – Intercultural Comparisons”, Hamburg, Germany, 12- 15 October 2010

- [1] (2010), Respondent: *Political explorations beyond and across frontiers*, ECREA 3rd conference “Transcultural Communication – Intercultural Comparisons”, Hamburg, Germany, 12- 15 October 2010

Invited Speeches

- [5] Valentini, C. (2010b), *Inside Environmental Legislation and Issues in Europe. What Organizations Should Know About Environmental Issues that Affect Stakeholder Relations*. Keynote speaker for the PRSA International Section Brown Bag June Seminar, Charlotte, NC, USA, June 18, 2010
- [4] Valentini, C. (2010), *Intercultural competences in International public relations*. Invited speech for the seminar “Public Relations Frontiers: Strategically Positioning Your Company for Global Success” sponsored by the Center for Global Public Relations and the International Section of the Public Relations Society of America, University of North Carolina at Charlotte, USA, April 23, 2010
- [3] Valentini, C. (2007b), *Self-perceptions and perceptions of two interrelated professions*. Keynote speaker at the PR professional online seminar ‘Journalists and Public relations officers: what they think about each others’ organized by Tea Break sns, on 16 October 2007.
- [2] Valentini, C. (2007a), *Presentation of the main communication results of the Italian centres 'Europe Direct' in relation to the activities developed at the local level for the involvement of civil society*. Keynote speaker at the annual meeting of Italian centres 'Europe Direct', organized by the Italian Representation of the European Commission, Grosseto, Italy, 12- 14 June 2007.
- [1] Valentini, C. (2006), *The link between the European identity, citizens' participation, public sphere and EU's reputation*. Keynote speaker at seminar ‘The European Union without face’, organized by FERPI and the Italian Association for Public and Institutional Communication, University of Padova, Italy, 20 June 2006.

REFERENCES

Jaakko Lehtonen,
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Communication,
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I certify that this curriculum vitae is an accurate and current statement of my professional record.

Chiara Valentini
09 April 2011