



Edelman



Marsh

The World after COVID: insights from the 2021 Edelman Trust Barometer

Online Seminars



17 JUNE 2021 14:00

The Covid-19 pandemic has tested institutions in unprecedented ways and challenged the public's trust in each institution—government, business, media and NGOs—to do what is right.

The 2021 Trust Barometer shows that business has a new mandate to lead in addressing societal challenges, while also reimagining the post-pandemic workplace and the social contract between employer and employee.

With some countries, particularly developed nations, are starting to take post-pandemic steps, a post-Covid era presents an opportunity for social and economic innovation to redefine how we live, work and collaborate and address an urgent set of challenges: an ongoing *infodemic*, growing inequality, continued racial and gender injustice, climate change and automation's impact on the future of jobs and the workplace.

This thought-provoking panel discussion will bring together a group of experts to discuss insights from the latest Edelman Trust Barometer report: "The World After Covid." The group will engage in conversation, exploring how CEOs and other societal leaders can define a post-pandemic agenda for their organizations, as well as the renewed role business has in making a positive impact on society.

The event will be introduced and moderated by **Tom Noad**, President of The British Chamber of Commerce for Italy alongside:

- **Fiorella Passoni**, CEO Edelman Italy
- **Hugh Taggart**, Co-CEO Edelman UK
- **Andrea Bono**, CEO Marsh Italy and Eastern Mediterranean Region

The Edelman Trust Barometer has for more than 20 years studied the perception of Trust. The global communications firm believes that this is the ultimate currency in the relationship that all institutions—companies and brands, governments, NGOs and media—build with their stakeholders.

DISTINGUISHED SPEAKERS



Tom Noad

President, The British Chamber of Commerce for Italy

Tom is an English business lawyer and first came to Milan with his former firm, Withers, in the autumn of 2010 on a six month secondment. At the end of that time, he was lucky enough to be asked to stay and he has remained in Italy ever since. His work focuses on advising Italian clients on UK corporate and commercial matters as well as UK and international clients on investments into Italy.

In 2018, Tom left Withers and, with several former colleagues, helped to launch a new law firm, L2B Partners Studio Legale, which currently has its offices in Vicenza and Padova. The firm's focus is on assisting Italian entrepreneurs and companies looking to expand their business abroad as well as foreign investors looking to operate in Italy.

Tom was appointed as a Councillor of The British Chamber of Commerce in 2016 and then as the Vice-President in 2018. In 2019, Tom was elected to the position of President of the Chamber and has now served in that role for two years.



Fiorella Passoni

CEO, Edelman Italy

With over 25 years of experience in the communications field, Fiorella Passoni leads operations for Edelman Italy. She provides strategic counsel to organizations during their initial launch, growth, and transformation phases, all while protecting their reputation in times of issues and crisis.

Fiorella is a guiding force in the industry's ever-evolving communication model where purpose and creativity serve as crucial elements to solve business challenges. An action communications model driven by the concept of "earned at the core and social by design" which leverages insights, data and technology to unlock culturally-relevant social issues as drivers for making positive societal impact, earn attention and – ultimately – trust.

Within the Edelman network, Fiorella is a member of the Global Strategy Committee and the EMEA Leadership Team. She has received numerous industry accolades, most recently being awarded the "Communication Manager of the Year" and the "Manager Italia Excellence Award" (2018). Under her leadership, Edelman Italy has also been recognized with the "Positive Business Company & Team Award" as well as named "Most Innovative Agency of the Year."

In 2020, Fiorella was selected to participate in the prestigious International Women's Forum "Fellows Program:" for a year-long, intensive leadership development experience in partnership with the Harvard and INSEAD Business Schools for 28 women leaders representing 14 nations.

In 2012 she was admitted to the Council for the United States and Italy, a binational non-profit, non-political organization founded in 1983 by Gianni Agnelli and David Rockefeller. The Council aims at fostering closer ties between the United States and Italy and the focus of its membership and activities is economy and finance.

Fiorella also serves as adjunct professor at the LUMSA University in Rome.



Hugh Taggart

Co-Chief Executive Officer, Edelman UK&Ireland

Hugh has been advising senior leaders on building trust and using reputation as an asset to drive business performance for nearly two decades.

An experienced communicator, Hugh helps some of the world's biggest brands to mitigate reputational risk, develop market leading positions and win the support of their stakeholders. His portfolio of clients includes the likes of Starbucks, Heineken, Ikea and ABF.

As co-CEO of Edelman's UK & Ireland business, Hugh is jointly responsible for its commercial, cultural and operational performance –and is Edelman's Global Crisis Practice Chair.

Hugh previously led Edelman EMEA's Corporate Affairs practice –spanning its Corporate Reputation, Public Affairs and Financial Communications teams –for four years.

As the Global Crisis Chair, Hugh oversees Edelman's network of more than 100 crisis practitioners and led the company's Taskforce response to Coronavirus, drawing on expertise from around the firm to advise clients through a myriad of evolving corporate issues.

Prior to joining Edelman, Hugh was the Managing Director of Bell Pottinger's award-winning Engage practice and was a part of the start-up success of Betfair, now one of the world's biggest gaming companies, where he worked in senior corporate affairs roles in the UK and Australia.

A proven leader in challenging corporate environments, Hugh excels at delivering thoughtful advice, nurturing talent and building high performance teams.



Andrea Bono

CEO, Marsh Italy and Eastern Mediterranean Region

Andrea Bono is Chief Executive Officer of Marsh Italy (from June 2019), Chairman of Marsh Advisory Italy (from June 2017) and CEO of the Eastern Mediterranean Region (Cyprus, Greece, Israel and Turkey – from January 2021).

He joined Marsh in 2010 as Head of the Risk Management Segment. In 2011 he also took responsibility of the Broking Teams dedicated to placement activities, Specialties and Industries (Marine, Credit, Financial Lines, Aviation, Power & Energy, M&A, Financial Institution) and in 2015 he became General Manager and Member of the Board of Directors.

He started his professional career in the broking industry in 1996 at Willis Faber & Dumas in the Global Property & Casualty Department in London, working for the creation of the Italian Desk devoted to the facultative reinsurance of major Property & Liability and Energy & Power Utility risks. In 2001 he moved back to Italy, where he became Head of Large Account Team of Willis Italia.

AGENDA

- 14:00 *Welcome and Introduction*
Tom Noad
President, The British Chamber of Commerce for Italy
- 14:10 *Insights from the 2021 annual Edelman Trust Barometer research*
Fiorella Passoni
CEO, Edelman Italy
- 14:25 *Insights from the Spring Update of the 2021 Edelman Trust Barometer*
Hugh Taggart
Co-Chief Executive Officer, Edelman UK&Ireland
- 14:40 *Commenting from a CEO's point of view*
Andrea Bono
CEO, Marsh Italy and Eastern Mediterranean Region
- 14:50 Q&A
- 15:10 *Event closes*

INFO & REGISTRATION

The webinar will be held in English.

Registration required.

Click here to
REGISTER

https://us02web.zoom.us/webinar/register/WN_C2u6RzVrTpCEpzYeyJtCMg

For any further information please contact

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