



THE IDEA

Imprese di Talento **is not** a public relations agency

Imprese di Talento **is not** a communication services agency

IMPRESE DI TALENTO IS A CONSULTANCY AGENCY

That creates, plans and realises integrated communication strategies, supporting brands and organizations to **tell their brand identity; managing their corporate reputation; building international and national institutional and business relations** and supporting top management and public figures with **ghost writing, spin doctoring and campaign management activities**



From Daniele Salvaggio's idea, Ceo of Imprese di Talento, Corporate communication expert with more than 20 years of experiences with largest companies, representative association; Journalist of Affaritaliani (blog The Ghost Writer); University professor in Corporate communication, public relation and Personal branding at University of Milano, Chair of the Committee for updating and Professional Specialization of FERPI; Author of books, «La Persona Giusta al Posto Giusto» the latest book will be released in September by Corbaccio, Mauri Spagnol

AREA OF COMPETENCE

Our function is to turn brands into success stories, to create and consolidate strong relationships between companies and institutions, and to support top management in media training, public speaking and personal branding thanks to highly specialized competencies, international experience and a high profile network system.



**L'ascolto porta
all'azione e
accompagna
al successo**

CORPORATE AND INSTITUTIONAL COMMUNICATIONS AND REPUTATION BUILDING

Imprese di Talento helps companies (big companies, SMEs and Start-Ups) and organizations to build, strengthen and promote their values by developing the right positioning, highlighting our clients reputation to make their work recognized and respected, and building and managing a network of qualified relationships.

Imprese di Talento oversees and processes:

Strategic plans for integrated communication

Public and media relations

Crisis communication and risk assessment

Digital strategies and online reputation

Ghost writing and corporate storytelling

Internal communications

Events and business meetings

Video corporate contents



CORPORATE AND INSTITUTIONAL COMMUNICATIONS AND REPUTATION BUILDING

BEST PRACTICE: SOME CASES MANAGED BY IMPRESE DI TALENTO



From January 2014 by the order of presidency of **Confindustria Canavese**, Imprese di Talento has developed and implemented an integrated communication plan for corporate and institutional areas with the aim of brand identity re-positioning. This has come about the redesign of the governance; the stakeholder's mapping and engagement; the analysis and the introduction of new communication tools (ex. A periodical called #CARTACANTA dedicated to enterprises); the value of their membership organisation services and the promotion of new public and institutional initiatives; the support of the member's companies with a dedicated service about reporting of successful cases; to support the Director, the President and the agency's heads in the activities of regional, national and european institutional relations.



Imprese di Talento supports the corporate and institutional communication of one of the most important innovation and technology fairs for manufacturing companies. With Imprese di Talento, A&T has a new stakeholder's perception and has redesigned the core business. From an industry event, now A&T has a new position as an international event about innovation and technologies linked to Industry 4.0. A&T today is an event dedicated to SMEs where you can know new scenarios about the enterprises' digitalisation, meet international buyers, learn new technological ideas about quality, training and automation.



By the order of the Anitec Association's Director, Imprese di Talento has developed a corporate and institutional communication plan, which led to a merger with Assinform and, in Confindustria, led to create content and digital business and consumer equipment. A strategic process where communication is the key in the merger transaction and in the dissemination of information about their activities before the merger.



Imprese di Talento manages and coordinates the corporate and institutional communication of the international law firm C-Lex with offices in Milan, Rome and Pisa. Now C-Lex is a well-positioned law firm sought after for the best practices in the fields of privacy, copyright and intellectual property, and IT & Media. In 2018 it received the Legal Community's award for best law firm for privacy practices in Italy, and in 2019 it received the nomination of "Law Firm of the Year GDPR" – Le Fonti Awards. C-Lex partners have a column on Diritto24 and write comments and analysis in the national, generalists and specialised newspapers.

PUBLIC AFFAIRS E GOVERNMENT RELATIONS

Managing relations, communicating with stakeholders, influencers, policy makers and opinion leaders: today these are all necessary steps for those wishing to build or strengthen their positioning on an institutional level.

Skills and networking make us the ideal partner to develop strategic visions and accredited activities.

Imprese di Talento oversees and processes:

Regulatory and public affairs
Lobbying and stakeholder's engagement
The role of representation between pmi and smart-land
Political communication
Informational and educational campaigns
Litigation Pr
Ghostwriting, spin doctoring, campaign management



PUBLIC AFFAIRS E GOVERNMENT RELATIONS

BEST PRACTICE: SOME CASES MANAGED BY IMPRESE DI TALENTO



Imprese di talento supports CIMO, Piemonte medical union in institutional communication. After the creation of an integrated communication plan, we started an accreditation process with policy makers and privileged stakeholders. The COVID emergency influenced the communication process, placing at the core the needs of healthcare staff that was in difficulty during the pandemic. We worked to inform and to remark priorities with decision makers.

Imprese di Talento cooperated with **Centro Studi Sintesi di Mestre**, social and economic research institute, and with social-economics and political-administrative representations in Canavese, Turin, for a strategical territorial development plan. Activities: mapping the priorities based on 4 themes, analysis and development of planning document, starting of the technical works, communication and territorial events with the aim to negotiated territorial planning. Later Imprese di Talento cooperated to the birth of Agenzia per lo Sviluppo del Canavese. Imprese di Talento will continue to work as an advisor for the strategic communication about it.

Imprese di Talento worked with Movimento Consumatori Italiano, supporting the representative organisation in the institutional communication and in building and sharing a Programmatic Manifesto to revitalize the State to the institution and policy maker. The key points were: gender equality, in the public and private sectors, equal pay and equal career opportunities. Imprese di Talento worked also on media and to raise awareness the institutional stakeholders: dialoguing with political groups, privileged stakeholders and opinion leader.

Imprese di Talento manages and coordinates the corporate and institutional communication of Competence Industry Manufacturing 4.0, composed of Politecnico and Università di Torino and 23 private companies. This organisation represents the strategic and operational support dedicated to manufacturing companies oriented towards the digitalisation of industrial processes with a view to Industry 4.0 (from project to production, from R&D to supply chain, from security to blockchain). CIM 4.0 activities involve technology transfer, diffusion of knowledge of highly technological processes and industry culture. Specifically, additive manufacturing and digital factory technologies make the Competence the only reference at national level. Imprese di Talento supports CIM 4.0 to make the most of its specificity and to strengthen leadership in terms of knowledge and testing 4.0 with companies (large companies, SMEs and Start ups).

TALENT LAB:

Corporate Social Responsibility, Training and Personal Branding

Imprese di Talento supports people and organizations in the training process of employer and personal branding. Complex and advanced organisations, SMEs, start-ups and representative associations need to invest in innovative training, talent engagement and CSR, to promote their values, authority, and increase engagement and ranking value.

Imprese di Talento is the ideal partner to develop strategic visions and training process.

Imprese di Talento oversees and processes:

- Sustainability and social responsibility***
- Media training***
- Public speaking***
- Personal branding***
- Employer branding***
- Training and sport***
- Climate analysis and skills assessment***
- Support in company reorganisation and redefinition of governance***



TALENT LAB: Corporate Social Responsibility, Training and Personal Branding

BEST PRACTICE: SOME CASES MANAGED BY IMPRESE DI TALENTO

Imprese di Talento creates, manages and communicates **Corporate Social Responsibility's** projects, complex and high-profile events, characterized by a strong social and ethic connotation. We are specialized in events and training sessions dedicated to sport education, values of respect, diversity and inclusion. We cooperate with **CONI**, sport Italian institution, and **Sports, Olympic, Paralympic champions**.

Imprese di Talento works with University and Organizations that develop training projects, in public and corporate communication, and who are involved in development of human resources

FERPi
FEDERAZIONE
RELAZIONI
PUBBLICHE
ITALIANA




UNIVERSITÀ DEGLI STUDI DI MILANO



IMPRESA DI TALENTO HELPS ORGANISATIONS TO PROMOTE INNOVATION, SUSTAINABLE CULTURE, KNOWLEDGE

Impresa di Talento promotes, develops, tells and enhances high-value, ethical, cultural and innovative projects with the aim to build a sustainable development of the business.



Impresa di Talento works with **Salone della CSR e dell'Innovazione Sociale**, by taking part and sharing ethical and sustainable planning, managing panel and working groups.

Impresa di Talento develops and manages complex communication strategies to **Foundations, Institution and No-Profit Associations**, with the aim to spread the culture of knowledge, innovation and sustainability. Some testimonies are about laboratory activities organized with schools, promoted by Museo Tecnologicamente based on Ivrea, about the Olivetti's history, or sustainability and welfare projects realized with national and international institution and organizations.



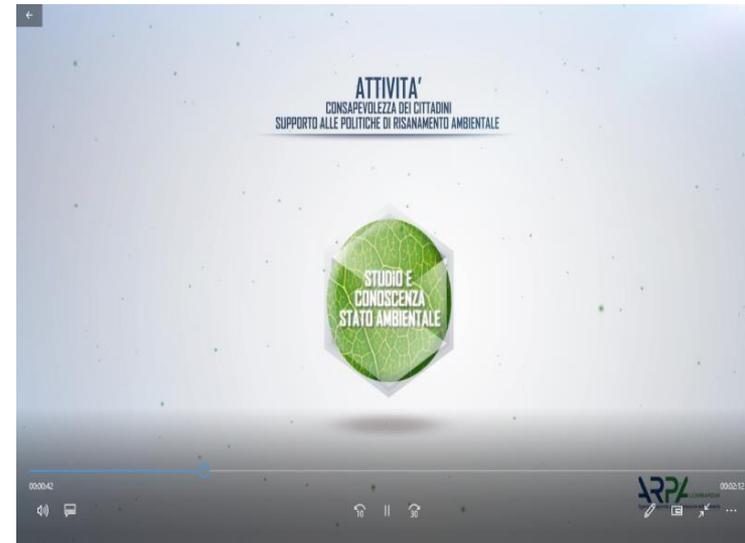
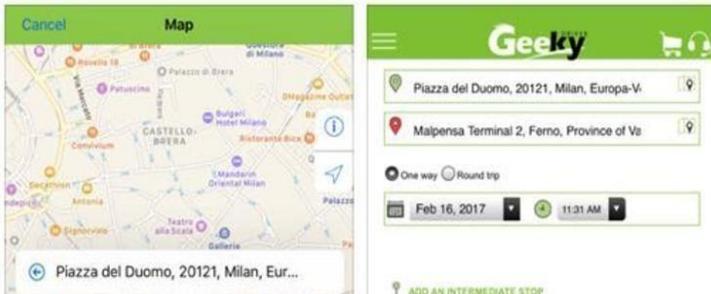
IMPRESE DI TALENTO HELPS ORGANISATIONS TO PROMOTE INNOVATION, SUSTAINABLE CULTURE, KNOWLEDGE



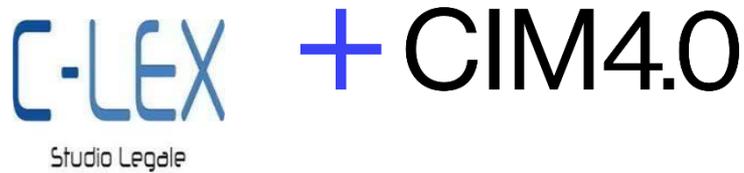
Imprese di Talento helps public and private organizations to **promote environmentally sustainability and integrated mobility**, through corporate and institutional communication's projects.



The app that books a sustainable travel



SOME OF OUR CLIENTS



EUROCONNECTION



UNIVERSITÀ DEGLI STUDI DI MILANO





**La fiducia genera
il risultato,
la condivisione
lo esalta**

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