

Communication | Consulting | Reputational Intelligence

“ We ethically guide our Clients towards the realization of their objectives, the improvement of their reputation and the communication of their uniqueness. ”

## Who we are

Consilium Comunicazione, founded in 2002, is the total quality communication agency that has developed in the years through market and customer's needs.

Consilium operates in three core directions: Communication since 2002, Consulting and Intelligence Reputation from 2014 and 2015.

We are a company that has strategically chosen its own assets.

We are independent, based in Italy with an international network.

## What we do

# 2002

### Communication

Focused on creating **strategic plans and implementing online and offline integrated communication** activities with a **distinctive positioning** for our Clients and their brands through real and measurable results.

# 2014

### Consulting

Consilium Consulting division offers **strategic and organizational consulting services** based on a deep understanding of the dynamics and evolution of the sectors where our Clients operate.

# 2015

### Reputational Intelligence

Since 2015 we support our Clients strategic decisions by offering the best possible **informative frames**.  
Our team operates with the Open Performant Platform OPP, the system that aggregates the best expertise and global technologies.

# 2023

### Beginning of due diligence

Beginning of a discuss activity for the **potential acquisition** of a company in the sector, with the aim of integrating services.

## What we offer



### Communication

- Integrated communication strategy
- Corporate communication
- Media relations and press office
- Internal communication & CSR
- Graphic design
- Digital PR & Social media management
- Reputation campaigns
- Events, special projects, co-marketing
- Coaching and training



### Consulting

- Internationalization strategy
- Financial, Corporate and Business advice
- Complexity management
- Change management
- Crisis management
- Public Affairs



### Reputational Intelligence

- Consultancy on security & reputation
- Exposure assessment
- Monitoring and ad hoc studies
- On and off line informative frames
- Cybersecurity
- Risk prevention



## Why Consilium



### **The communication boutique since 2002.**

360° consultancy services 24/7.



### **Highest level of relationships.**

From top media governance to governmental and non-governmental institutions, over to the industrial system and international authorities.



### **Transversal sectors of business.**

From infrastructures to energy, from finance to investments, from food to facility management. We have grown with our Clients.



### **Added value for Clients.**

Top media relations, crisis communications, Reputational intelligence, consultancy.

## Why we do what we do



**Passion** and values  
lead our work.



**We wish to overcome  
common results** and go  
beyond our client's  
Expectations.



**A challenge  
to develop**  
our business  
and our people.

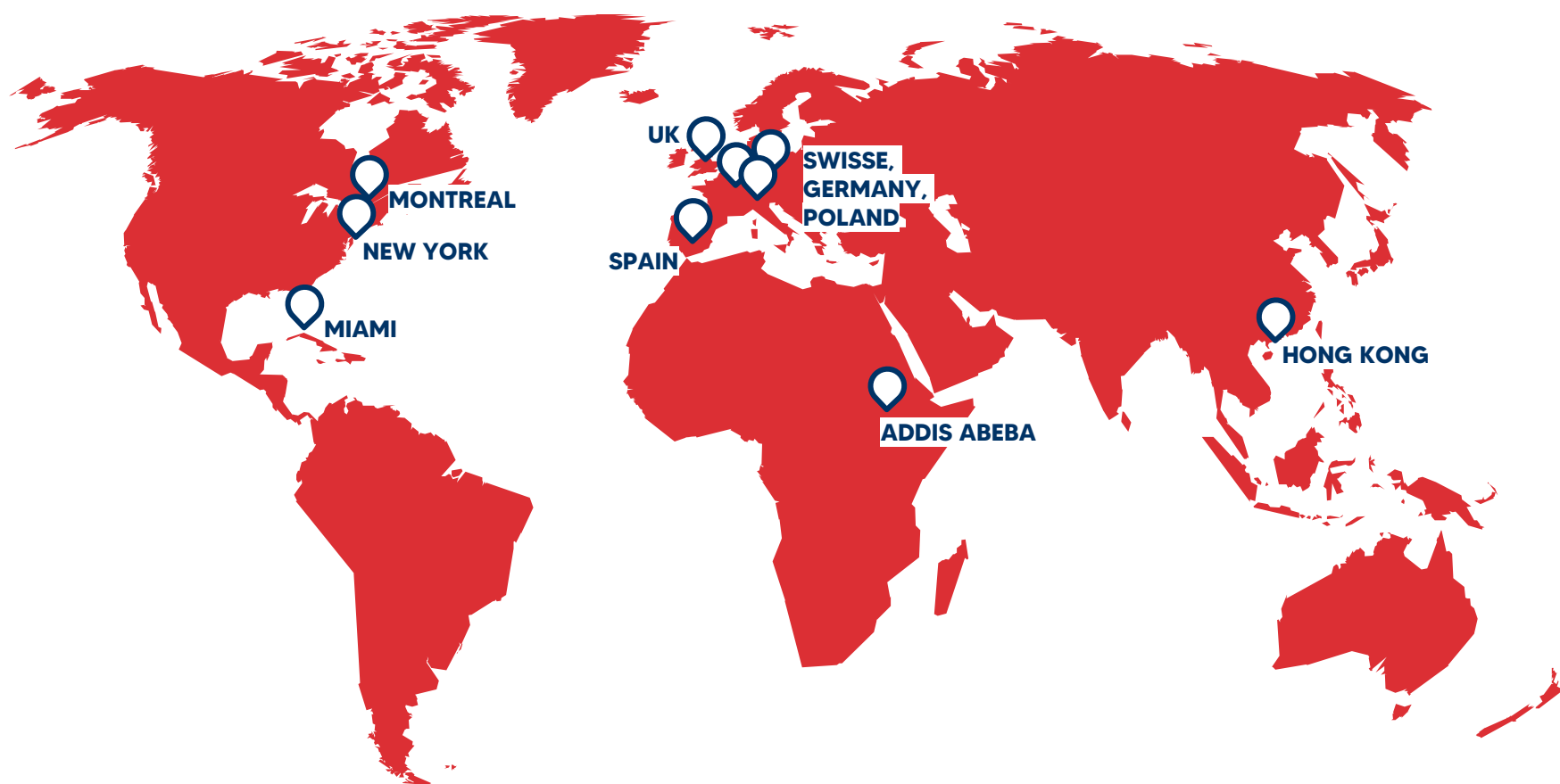


We want to integrate  
**scope with action.**

## Our network

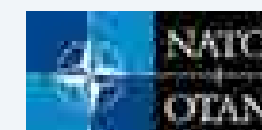
Reliable national and international consultants, always available, ready to listen, process and act.

We are active today with our people and services in: EUROPE (Spain, Germany, Poland, Switzerland), UK, USA (NYC, Miami), CANADA (Montreal), ASIA (Hong Kong), AFRICA (Addis Abeba).



Consilium Hub

## Our uniqueness



### Memorandum Nato

Dissemination of know-how and communication skills.



### Memorandum Esercito italiano

Inform, educate and develop new digital skills in the military and civil sectors.



### Memorandum Università Bicocca

Information and security platforms.



### Ministero dello Sviluppo Economico



## Poggiovest: Consilium eco and security hub

- A hub – currently under construction – in Alto Monferrato, the place that gave birth to Norberto Bobbio, an area immersed in a naturalistic oasis of the Unesco heritage ideal to undertake holistic and security paths for the benefit of professional and personal development.
- A structure to be made available our customers for meetings, trainings, strategic brainstorming on their business, experiential paths.
- A place used for remote working.

Sustainability is a system asset for Consilium and destined to develop in several directions. The vision for Poggiovest is to make the property totally self-sufficient and eco-friendly with attention to the cultivation of plants, vegetables, fruit without the use of pesticides and harmful substances.



## Selection of our portfolio

**AB Energy** - Media relations & Digital and offline PR, corporate communication

**Assirevi** - Media relations

**Assolombarda** - Intelligent reputation, training, consultancy

**Banca del Ceresio** - Media relations, events organization, Social media management

**Billoo** - Media relations, ADV campaigns

**Brebemi** - Media relations, Crisis communications, Social media management, events management, content creation, ADV campaigns

**Consorzio Tutela Provolone Valpadana** - Media relations, events

**CUOA Business School** - Media relations, PR

**Dussmann** - Crisis communications, Media relations, Social media & content management, ADV campaigns, consultancy

**EEQF, Enjoy European Quality Food** - media relations, international networking, events

**Enerbrain** - media relations, consultancy

**EOS IM** - Media relations, networking

**Fiamm/Showa Denko** - Media relations & Consultancy

**GIS, Gruppo Impianti Solari** - media relations, consultancy

**Huawei** - Crisis communications, Strategic data analysis, Top media relations & Consultancy

**Otto Group (bonprix)** - CSR, Digital PR, Media relations, consulting

**SBB Cargo** - reputational intelligence

**Studio Miazzo** - media relations, consultancy

**X3 Energy** - Media relations, consultancy

**Zürich** - Media relations & Consultancy, adv campaigns, events organization, Digital PR

From 2002  
to 2022:

**+70**  
Clients

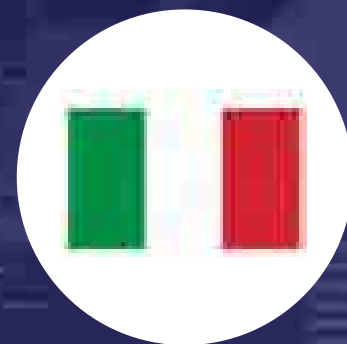
**+3000**  
Projects

**+35000**  
worked  
hours

## Network



Ordine dei Giornalisti



Sistema mediatico italiano



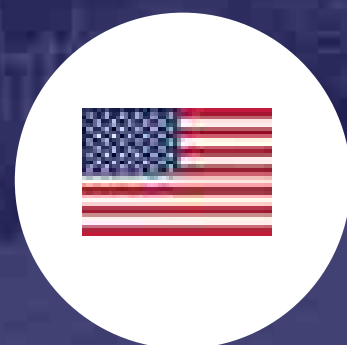
Governo Italiano



ACN



Comunità Europea



Istituzioni USA



Nato



Esercito Italiano



Sistema confindustriale



Intesa SanPaolo



Assolombarda

## Case Stories



### ExpoinCittà

In the year of Expo 2015, the system of events taking place in Milan and its metropolitan area.

Zürich,  
Switzerland.

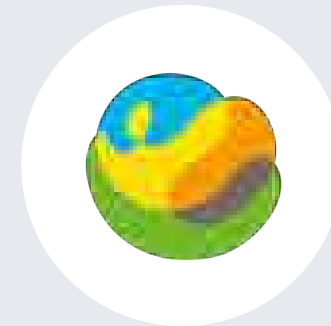
### Zurigo

Swiss capital of culture, design, art and sustainability, a tourist destination with an international flavour.



### CUOA

The oldest Italian Business School, for the training and development of entrepreneurial and managerial culture.



### A35 Brebemi

First electrified motorway in Europe with a study in progress on Dynamic Wireless Transfer.



### Dussmann Service

A global specialist in Facility Management, that provides for sanitization, catering, safety and technical services.



### GIS, Gruppo Impianti Solari

The Association created to give voice to a group of companies specialized in the renewable energy sector.



### Ceresio Investors

A Swiss banking group specialized in the management of large assets for private and institutional clients, corporate advisory.

## Brebemi - Infrastructures

### Goals

Identify and involve new communication and digital channels useful to A35 Brebemi in order to expand its development and its international positioning.



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# Ceresio Investors, Finance



## Goals

To position the brand as one of the most reliable and to give boost to its CRS activities.



## Generalfinance pronta per la Borsa: entrano nuovi soci e nuovo capitale

**Generalfinance** è pronta per la Borsa. L'azienda di servizi finanziari ha infatti concluso con successo la sua offerta pubblica iniziale (Ipo) e ha raccolto oltre 1,5 miliardi di euro di nuovo capitale. L'operazione è stata guidata dal gruppo di lavoro di Generalfinance, con la consulenza di **Deloitte** e **Investment Bankers**. L'azienda, che opera in Italia, Francia, Germania e Spagna, ha così rafforzato il suo bilancio e si prepara a crescere ulteriormente. I nuovi soci entrati in scena sono **BlackRock**, **Goldman Sachs** e **UBS**, tra gli altri. Generalfinance ha così raggiunto un traguardo importante nella sua storia e si prepara a affrontare le sfide del mercato finanziario futuro.

## Food Industry Monitor: previsioni dei ricavi a -5,5% nel 2020, ma il rimbalzo ci sarà. L'alimentare resiste creando nuovi prodotti

**Food Industry Monitor** è un report di mercato che analizza le tendenze e le previsioni del settore alimentare. Secondo le previsioni, i ricavi del settore diminuiranno del 5,5% nel 2020 a causa della crisi economica, ma si prevede un forte rimbalzo nel 2021. L'alimentare resiste creando nuovi prodotti e innovando le formule. Le aziende del settore stanno infatti investendo in ricerca e sviluppo per creare prodotti più sani, gustosi e convenienti. Inoltre, si sta osservando una crescita significativa del mercato dei prodotti vegetali e delle bevande funzionali. Nonostante le sfide, il settore alimentare rimane uno dei più resilienti e promettenti del mercato globale.

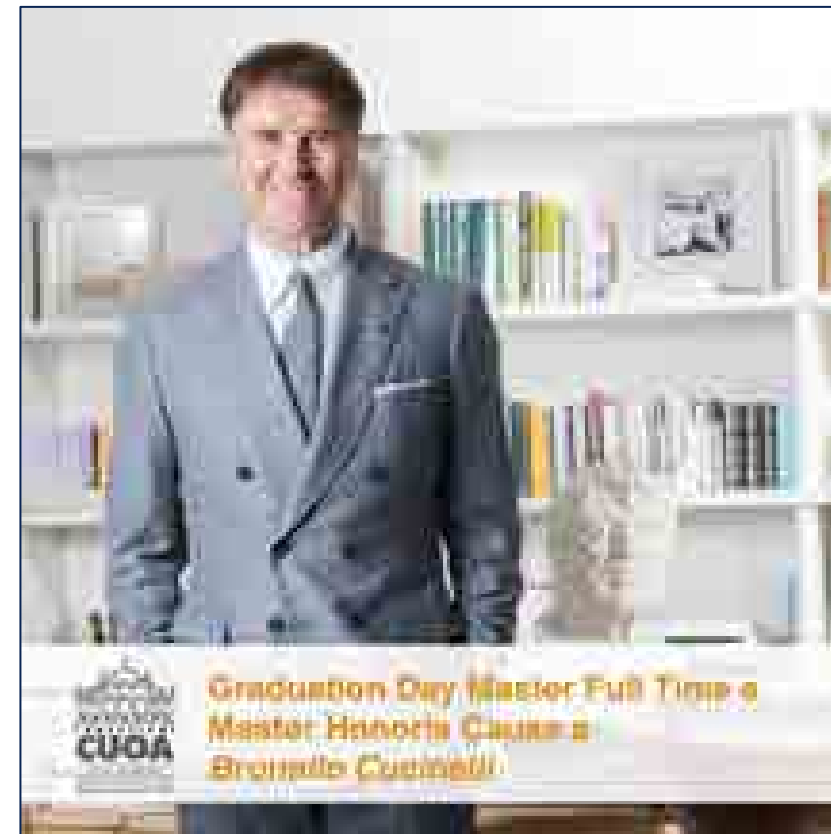
## Cuoa Business School, Education

### Goals

To consolidate the reputation of the oldest Business School in Italy and involve its top management and President in networking and events.



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Il Sottosegretario di Stato Domenico Marco Minniti, Autorità delegata per la Sicurezza della Repubblica, incontra gli studenti e gli Alumni del CUOA.

TRA PRESENTE E FUTURO  
DEL SISTEMA DI  
INFORMAZIONE PER LA  
SICUREZZA DELLA  
REPUBBLICA



# Dussmann Service - Facility Management

## Goals

Take advantage of current business opportunities through a multi-channel presence: media, digital and website.



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# Expoincittà, EXPO 2015 - Institutions

## Goals

To position the reputation of Milan as a international hub for all smart events related to culture, sport, entertainment.



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## GIS Gruppo Impianti Solari - Energy

### Goals

To build from scratch GIS reputation. To produce a relevant positioning with media so as to put the Association as an authoritative interlocutor for institutions, media and companies.



# Il Messaggero

VITERBO

## Trenta impianti solari da un miliardo di euro la Gis: «Energia pulita»

► Il gruppo programma forti investimenti nella Tuscia e difende le caratteristiche dei progetti sul fotovoltaico

### CORRIERE DELLA SERA

Rinnovabili, respinti due ricorsi del ministero della Cultura: si a 235 MW di solare



La provincia di Viterbo è stata scelta per la realizzazione di trenta impianti fotovoltaici per un totale di 235 MW. Il gruppo Gis, presieduto da Raffaello Giacchetti, ha ottenuto il permesso di costruire per la realizzazione di questi impianti in due comuni della provincia di Viterbo, Montalto di Castro e Montefiascone. Il progetto prevede la realizzazione di trenta impianti fotovoltaici per un totale di 235 MW. Il gruppo Gis, presieduto da Raffaello Giacchetti, ha ottenuto il permesso di costruire per la realizzazione di questi impianti in due comuni della provincia di Viterbo, Montalto di Castro e Montefiascone. Il progetto prevede la realizzazione di trenta impianti fotovoltaici per un totale di 235 MW.

### LA STAMPA

## GREEN & BLUE

Il Consiglio di Stato respinge il ricorso del ministero della Cultura: sbloccati gli impianti solari di Tuscia e Montalto di Castro

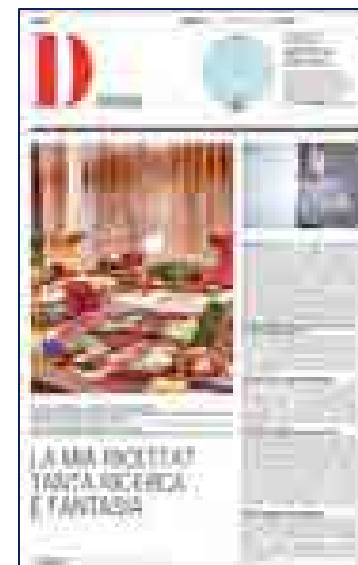
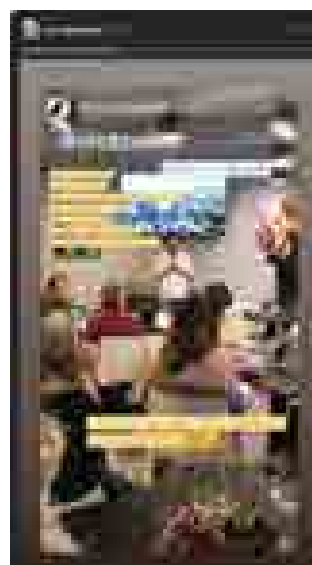
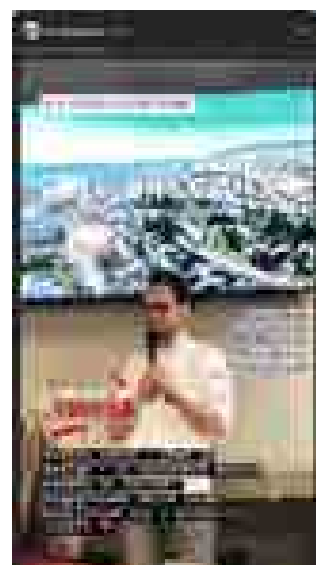


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# Zurigo - Tourism

## Goals

Re-launch the destination Zurich as a trendy, young, dynamic and transversal city, moving away from the idea of a place for sole business



**ZURIGO, ART WILL SAVE US**

Zurigo Turismo presenta le novità legate ad Arte e Turismo in città, per i prossimi mesi

Alle presenza dei rappresentanti di:  
**Zurigo Turismo | Museum für Gestaltung**

Seguire visita al **ADI Design Museum - Compasso D'Oro** e rinfresco.

Obbligatori:  
Accreditato (soggetto a conferma, numero di posti limitato) o **Green Pass**.

**Zürich, Switzerland.**

Museo D'Arte: via F 1100  
ADI Design Museum - Compasso D'Oro  
Piazza Escherbach 10a, 5  
Art Museum

8.5.2021  
ZURIGOTURISMO@ZURIGO.CH  
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Thank you.

**Consilium Hub**

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