

## INFORMATIVE NOTE

X Professional Seminar On Communication Offices for the Church

### **Participation and Sharing in Church Communication Management.**

*300 participants expected, Church communication professionals from all parts of the world*

**ROME, February 3, 2016** - *"Participation and Sharing. Managing Church Communications in a Digital Era"*. This is the theme of the next **Professional Seminar on Communication Offices for the Church**, organized by the Communications Faculty at the *Pontifical University of the Holy Cross*. Now in its 10<sup>a</sup> edition, the seminar will take place **April 26-28, 2016**, expecting the participation of 300 professionals from 30 countries, the majority of which are communications directors for Bishop Conferences, dioceses, or other ecclesial institutions.

The title of this 10<sup>a</sup> edition makes reference to the new context in which communications finds itself: "technological development over the last years, and particularly social media's universalization," - explains the organizing committee - "has created a context for communications in which relations are multiplying, the time of diffusion accelerates, and the time of reflection and response shorten."

This year's edition seeks to find responses for the purpose of aiding Church communicators exploit the positive aspects and mitigate the risks connected to the new context of public communications. Some of the questions that will be considered: "how to manage communications which flows in several directions, alongside all the actors that partake in this new setting? What are the most adequate tools for listening to the public conversation? What experiences are there in the formation of voices which participate in this increasingly open conversation in need of quality content and human testimonies? How can we promote a creative public dialogue that is simultaneously faithful to the message of the Gospel?"

In addition to updates about new tendencies and modes of operation within communications offices for the Church, the Seminar stands as an opportunity for professionals to share experiences from different parts of the world and various cultures. The program has scheduled, besides the main speakers, 5 panels and 5 workshops planned during the course of three work days, as well as presentations, such as papers or experiences, by participants. Finally, there are also different debates among the speakers scheduled to take place.

Expected speakers: **Charles Marsh**, professor from the University of Kansas (United States), who will discuss *"The New Role of Communicators: From Disseminators of Content to Drivers of Culture"*; **Antonio Maria Sicari**, a Carmelite theologian, who will speak on *"The Communicative Force of Mercy"*; and **Daniele Chieffi**, Head of Media Relations at ENI, who will address *"Social Media Policies: Principles and Tendencies"*.

The panels, on the other hand, address: *"Church and Communications: Learning From Christians in Difficult Situations"*, with **Anthony Fallah Borwah**, Bishop of Gbarnga (Liberia), **Philippe Jourdan**, Bishop of Tallinn (Estonia), and **Basilio Yaldo**, Auxiliary Bishop of Baghdad (Iraq); and *"Big Data and Institutional Communications"*, with **Alessandro Chessa** (IMT, Lucca) and **Marc Argemí** (Sibilare, Barcelona). There will also be some testimonies regarding digital identity management, as well as a round table of journalists responsible for religious news coverage.

The workshops, instead, will focus on personal experiences of different spokespersons and communication directors for Bishops Conferences. Among these individuals there will be: **Ivan Maffei** (Italy), **Rafael Medeiros** (Brazil), **Margaret Doherty** (United Kingdom) and **Enrique Yeves** (FAO); on communications for religious events in a digital era, such as the recent beatification of **Oscar Romero**; on experiences that regard communications for papal trips; and on how to create an authoritative voice on social networks, with **Eduardo Arriagada** (Pontifical Catholic University of Chile) and **Daniele Bellasio** (Editor in Chief of *Il Sole 24 Ore*). The program also includes a workshop geared toward those responsible for Catholic TV.

Wednesday, April 27, a meeting is also scheduled with the new Prefect of the Secretariat for Communications, Mons. **Dario E. Viganò**, who will consider the new communicative challenges for the Church.

**For a detailed program of the Seminar:** <http://www.pusc.it/csi/ucc2016/programma>

**For registration and information:** <http://www.pusc.it/csi/ucc2016/iscrizioni>