

Domenico Avolio

PROFESSIONAL EXPERIENCE

April 2006 – Present
Haiku RP (Public Relations Agency), Milan
Founder and Owner

Director and spokesperson of the Champagne Bureau for Italy (since 2003)

Haiku RP is a Milan-based and an independent public relations agency I found in 2006.

The Champagne Bureau for Italy, based in Haiku RP agency, is the official representative in Italy of CIVC (Comité Interprofessionnel du Vin de Champagne) which groups together all the wine-growers and *Maisons* from Champagne.

As Director of operations in Italy, my position involves:

- acting as spokesman for the Italian market
- the direct managing of contacts with the press, operators in the wine-growing/producing sector, consumers and educators (who educate on the Champagne denomination), institutions
- monitoring any infringements in use of the Champagne name
- preparing and implementing the annual communication plan for Italy: press office, organising events (tasting sessions and Champagne Days)
- management of the annual budget.

November 2003 – April 2006
Noesis Comunicazione, Milan
Strategic Development Director

For the Director of the Champagne Bureau please see the details above.

For the Strategic Development Director role, my position included: the acquiring of customers in new market areas (in both public and private sectors), giving support to the President in new business strategies, and developing integrated communication plans.

October 2002 – October 2003
Noesis Comunicazione (40 employees) - Account Director Corporate Division

Work involved: preparing institutional communication projects for international customers, creating new business, crisis management, handling of public affairs programmes, trainer in corporate communication courses.

Main customers/projects: in charge of the integration plan for Italy and the crisis management plan in acquiring Pfizer/Pharmacia; institutional and crisis communication for Kimberly-Clark (mass market products), management of relations with the press for the Italian branch of Commerzbank Securities, and public communication plan for the Municipality of San Giuliano Milanese.

January 2001 – October 2002
Noesis Comunicazione - Account Manager Corporate Division

Work involved: management of key international customers, press office, lobbying and public affairs

Main customers: Pfizer Italia (pharmaceuticals), Royal Insurance (vehicle insurance), MetaSystem (electronics), Prumerica Financial (life insurance), Right Management (outplacement services)

January 1998 – December 2000
Studio Giorgio Vizioli & Associati, Milan – Account Manager

Work involved: press officer, copywriter, events manager

Main customers: MOMI ModaMilano, Fichet-Bauche Group (security), CIVC (Champagne producers)

January – September 1997

Novice actor at the Teatro Tascabile theatre in Bergamo

January – June 1997

Teatro del Sole, Milan - Consultant

Management of institutional relations with AGIS (Italian entertainment association) and Quarta Area (Association of drama companies for children)

1991 – 1996 (main activities)

Europe Conservation Italia environmental association, Milan – press officer (Community service)

Institutional press office, fund-raising campaigns, support for coordinating scientific research activities, management of 'eco-voluntary' work projects in Italy and abroad

McDonald's Italia – Milan

Kitchen staff

EDUCATION

2000

Milan University

Degree in Humanities (specialised in History): graded 104/110

Title of thesis: *La corporazione dei librai e degli stampatori di Milano (1589-1734) (The guild of booksellers and printers in Milan)*

1988

Technical Commercial School “Leonardo Da Vinci” – Cologno M. (Milan)

Diploma in accounting and business studies (graded 60/60)

**OTHER
EDUCATION**

(2002-2003) FSE Course “Comunicazione nella comunicazione” (*Communication within communication*)

Training hours: 172

LANGUAGES

Italian – mother tongue

English – fluent, written and spoken

French – fluent, written and spoken

IT KNOWLEDGE

Excellent knowledge of MS Office: Word, Power Point, Excel, Publisher, Internet Explorer, Outlook

Social media: professional user of Facebook, Twitter and LinkedIn

Pursuant to Law no. 196/2003, I hereby give authorisation to use my personal information.

Domenico Avolio
SUMMARY OF SKILLS

<p>Corporate Communication</p> <ul style="list-style-type: none">- Defining communication strategies- Preparing the communication plan- Managing press contacts- Managing the press office- Supervising, monitoring, reporting, analysis of results- Social media planning
<p>Lobbying and Public Affairs</p> <ul style="list-style-type: none">- Scenario analysis and defining of strategies- Managing relations with institutional contacts- Mapping of influencers- Monitoring laws- Research and preparing of support documents (lobby notes, biographic profiles, briefing documents, etc.)
<p>Internal communication</p> <ul style="list-style-type: none">- Defining the communication strategies- Preparing the internal communication plan- Preparing copy for corporate press statements- Events
<p>Crisis communication</p> <ul style="list-style-type: none">- Scenario analysis- Preparing crisis plan- Setting out the crisis procedures- Management of crisis communication- Preparation of the briefing documents and Q&A
<p>Media training</p> <ul style="list-style-type: none">- Ascertaining training needs and planning of training- Preparing scenarios and exercises- Coach in corporate media training courses
<p>Publications/Research/Writing</p> <ul style="list-style-type: none">- Corporate/institutional reports- Newsletters and corporate press statements- Manuals- Speeches and presentations
<p>Events</p> <ul style="list-style-type: none">- Creation and planning- Supervision, organisation and coordination- Managing communications- Supervising organising secretariat