



INSPIRING TRUST

**CHURCH COMMUNICATIONS
AND ORGANIZATIONAL VULNERABILITY**

Webinar series for Church Communicators
April/May
2021



Pontificia
Università
della
**SANTA
CROCE**

**Facoltà di Comunicazione
Sociale Istituzionale**



in recent years, cultural and social change together with scandals and incoherence on the part of institutions have led publics to evaluate organizations more rigorously than ever. A culture of suspicion toward political parties, financial institutions, trade unions, the media, and also – of course – the Church, is now the norm.

Collective intelligence, public participation and misinformation are creating new forms of authority and allocation of trust. Some see it as the decline of "experts" and the fall of hierarchical structures.

At the same time, in today's culture –global, collaborative, and interconnected– trust has become an essential element for carrying out personal and institutional missions. In times of change, it is important to reflect on the indispensable role of trust, its volatility and the ways to inspire it again.

How can those people responsible for institutional communication transform their organizations and help them become more credible and reputable? How can they inspire trust today?





Trust and identity

April 2021



WEBINAR 1

Thursday 22nd April 3:00-5:00pm

MODERATOR MARC CARROGGIO / FCSI PUSC



3:00-4:15pm CONFERENCE

What is Happening with Trust?

JUAN NARBONA  

Pontificia Università della Santa Croce (Italy)



Trust Me Again

ANNE GREGORY  

University of Huddersfield (United Kingdom)



4:15-5:00pm PRACTICAL SESSION

Facing Adversity with Positive Strategies:

Success Stories from the Diocese of LA

KATHLEEN BUCKLEY DOMINGO  

Office of Life, Justice and Peace, Diocese of
Los Angeles (USA)



Trust and identity

April 2021

WEBINAR 2

Thursday 29th April 3:00-5:00pm

MODERATOR DANIEL ARASA / FCSI PUSC



3:00-4:15pm CONFERENCE

*Fostering Effective Communication in
High-Risk Organizations*

KAREN SANDERS  

St Mary's University (United Kingdom)



*Institutions and the Proposal of Intangible
Values*

JUAN MANUEL MORA  

Pontificia Università della Santa Croce (Italy)



4:15-5:00pm INTERVIEW

*Fostering Trust: The Role of the
Communications Director*

STEFANO LUCCHINI  

International and Regulatory Affairs d'Intesa
Sanpaolo (Italy)





Vulnerability management

May 2021



WEBINAR 3

Thursday 6th May 3:00-5:00pm

MODERATOR VALENTINA ALAZRAKI / TELEVISA



3:00-4:15pm CONFERENCE

Sexual Abuse. Case Prevention and Child Protection; Facts, not Words

FR. HANS ZOLLNER, SJ  

Centro per la protezione dei minori, Pontificia Università Gregoriana (Italy)



Trusting a Vulnerable Church? The Transparency of the Gospel in the 21st Century

CARD. DANIEL STURLA, SDB  

Archbishop of Montevideo (Uruguay)



4:15-5:00pm PRACTICAL SESSION

The First 30 Minutes of a Crisis

FRANCESC PUJOL  

Media, Reputation and Intangibles Center, University of Navarra (Spain)



Vulnerability management

May 2021

WEBINAR 4

Thursday 13th May 3:00-5:00pm

MODERATOR ALAN HOLDREN / EWTN News



3:00-4:15pm CONFERENCE

*Trusting the Church, its Communication, and
its Communicators*

KIM DANIELS  

Initiative on Catholic Social Thought and
Public Life, Georgetown University (USA)



*Keys to Practicing Christian Mercy in
Contemporary Society*

GABRIEL MAGALHÃES  

Universit  Beira Interior (Portugal)



4:15-5:00pm INTERVIEW

Financial Management and Transparency

RUTH KELLY  

Secretariat for the Economy (Vatican City)





Recovering trust

May 2021



WEBINAR 5

Thursday 20th May 3:00-5:00pm

MODERATOR MÓNICA HERRERO / FCOM UNAV



3:00-4:15pm CONFERENCE

Trust and Institutional Communication in Uncertain Contexts

RUPERT YOUNGER  

Center for Corporate Reputation,
Oxford University (United Kingdom)



Keys and Tools for Transforming Institutions from Within

ÁLVARO GONZÁLEZ ALORDA  

Emergap y Headspring, Financial Times and IE
Business School (Spain)



4:15-5:00pm PRACTICAL SESSION

Communication Consultants: Two Cases of Building and Inspiring Trust

CHRISTIAN GEHRER  

THOMAS PLÖTZENER  

Gehrer Plötzener DDWS Corporate Advisors
(Austria)





Recovering trust

May 2021



WEBINAR 6

Thursday 27th May 3:00-5:00pm

MODERATOR INÉS SAN MARTÍN / CRUX



3:00-4:15pm CONFERENCE

Regaining Trust: Three Key Players

MANUEL GUILLÉN  

Universidad de Valencia (Spain) & Harvard University (USA)



Making Room for Trust in the Church

FR. FRANCIS HOFFMAN  

Relevant Radio (USA)



4:15-5:00pm INTERVIEW

The Challenge of Communicating the Church

PAOLO RUFFINI  

Prefect of the Dicastery for Communications (Vatican City)

Key Dates

OPEN REGISTRATION:

February 15, 2021

ENROLLMENT DEADLINE:

48 hours before each webinar

REGULAR FEE:

80€ (or 15€ each webinar)

ALUMNI SANTA CROCE FEE:

60€ (10€ each webinar)

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