

## Press release

Brussels, September 12, 2014

### **Emanuele Invernizzi receives Distinguished Public Relations Scholar award / Academic achievements for research and education across Europe honoured by international association of communication scholars**

The European Public Relations Education and Education Association (EUPRERA), a body of academic institutions, researchers and senior professionals in the field of strategic communication with 500 members from 40 countries, has named Professor Emanuele Invernizzi, IULM University Milan, Italy, a “Distinguished Public Relations Scholar”. The lifetime award recognizes his contributions to research and education in public relations as a strategic managerial practice on a national and European level. It was given to him today at the Annual Euprera Congress in Brussels, Belgium.

“Emanuele Invernizzi is an inspiring scholar, who has been crucial for the development of corporate communications as an academic discipline in Italy, one of the core nations in Europe”, stated Euprera president Professor Ansgar Zerfass, Germany. “He conducted the first extensive national research of the public relations profession in Italy in 1984 and has implemented a periodic national survey which monitors the state of the art of strategic communication within large organisations. He has always nurtured relationships with the international academic community. Emanuele Invernizzi was Visiting Professor at MIT Sloan School of Management in 1988 and served as president of Euprera from 2010-2011. He is involved in major cross-national research projects. Most importantly, he understands the need and the relevance of combining theory with practice, based on a deep knowledge of the professional reality. One important point which impressed our board when discussing about the award is the creation of the Executive Master in Corporate Public Relations at IULM university in collaboration with the Italian professional trade associations FERPI and Assorel. This program runs since 12 years by now, and it has stimulated another, cross-European master program in the field with partners from several countries.”

The Distinguished Public Relations Scholar award is a personal honour given by Euprera to academics who have significantly contributed to research and education in the field and the advancement of the body of knowledge with an international outreach. The decision has to be based on an unanimous approval by the Euprera board, based on nominations from the membership. The overall number of bearers is limited and the award will be given at irregular intervals.

#### About Emanuele Invernizzi

Professor emeritus Emanuele Invernizzi was born on March 29, 1942, in Novara (Turin), Italy. After a degree in Economics and Trade at Bocconi University, he became Associate Professor at University of Calabria, and in 1999 he advanced to the position of Full Professor in Economics and Business Communication at IULM University in Milan, which he held until his retirement at the end of 2012. His deep knowledge and understanding of the public relations field led him to establish and manage the Observatory on Strategic Communication at this university. From a research perspective, Emanuele Invernizzi stands out for his studies on internal communication and the

entrepreneurial role of communication. He has published more than 50 books, chapters and journal articles in English and Italian, among them the two-volume textbook “Relazioni pubbliche e corporate communication” (with Stefania Romenti), McGraw-Hill.

#### About Euprera

The European Public Relations Education and Research Association (EUPRERA) is an independent organization that aims at stimulating and promoting innovative knowledge and practices of strategic communication, organizational communication and public relations across Europe. Founded in 1959 and previously named CERP Education & Research, EUPRERA is a network with nearly 500 members from 40 countries where academics and professionals attract, convey, disseminate and create innovations in the field. Several cross-national and comparative research and education projects are organised by members and affiliated universities. In order to spread new methodologies and research results, EUPRERA organises an highly regarded academic Annual Congress. Every year, it is held in collaboration with a selected university or college in Europe. The 2014 congress in Brussels, Belgium, is hosted by the Université Catholique de Louvain (UCL), founded in 1425 as one of Europe's oldest universities.

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A photo of Emanuele Invernizzi in print quality is available at [www.euprera.org](http://www.euprera.org).

