



# Alumni Reconnect

## Navigating the Storm: Mastering Crisis Communications

**8th November 2023**

**6:00–6:50pm**

**Auditorium**

### Ms Simona Stoica

Senior Communications Manager  
Central & South East Europe at Lenovo  
Executive MBA Alumna, CITY College



**Compulsory** for the MA Marketing, Advertising & PR,  
MA Digital Marketing & SM students (in the context of the Strategic Marketing module)  
and for the BA–Level 3 (Management students) in the context of Managing Corporate Identity module.

**Open to:** Students taking Integrated Marketing Communications (BAED)  
Digital and Social Media Marketing (Humanities Department)

**Module leader:** Dr. Ana Cruz

**Why attending?** In this practical session you will learn about mastering effectively crisis communication through a real company case. Learn from one of Europe's leading practitioners and popular podcaster.

