

ABOUT ITALIENS PR	
“Culture – the powerful foundation on which our worldviews are shaped”	“文化 – 塑造我们世界观的底蕴”
Contact us	联系我们
About ItaliensPR.	关于ItaliensPR
Cecilia has been Semiotician, a Cross Cultural International PR and Global Press, a Cultural strategist, lecturer, contract professor, greenie, journalist and antenna journalist, founder of ItaliensPR global press platform driven by the belief that arts and human rights education are a major force for growth	Cecilia不仅是一位资深的符号学学家，还是杰出的跨文化国际公关、全球新闻记者、文化战略家、讲师、合同教授和环境保护主义者。不仅如此，她还是 ItaliensPR 全球新闻平台的创始人，她坚信艺术和人权教育是平台发展的主要动力。
Cecilia Sandroni & ItaliensPR offers a specialist, professional consultancy service in the field of journalism, in Media and Institutional relations in culture and human rights. Education as imperative to the promotion of human rights.	Cecilia Sandroni & ItaliensPR提供新闻、文化和人权领域的媒体和机构关系方面的专业咨询服务。Cecilia Sandroni & ItaliensPR非常重视教育，认为教育是促进人权的必要条件。
ItaliensPR values, dreams and visions inspire and uplift everyone involved in our endeavour.	ItaliensPR的价值观、梦想和美好前景激励并提升了与其共同努力的每个人。
For ItaliensPR, Culture is the most important tool for peace and stability in the world and constitutes the set of values that gives meaning to the community and therefore Culture diplomacy and Heritage create a network of intercultural connections among humans.	对ItaliensPR来说，文化是维护世界和平与稳定的最重要工具，它构成赋予社会意义的一套价值观，因此，文化外交和遗产在人类之间创建了一个跨文化联系的网。
Cultural diplomacy represents one of the most advanced and articulated forms of soft power: through the sharing and exchange of ideas, values, languages and artistic practices, the promotion of dialogue, respect for diversity and mutual understanding between peoples and nations, in support of wider action of political	文化外交是最前沿、最明确的软实力形式之一：通过分享和交流思想、价值观、语言和艺术实践，促进各国人民和国家之间的对话、尊重多样性和相互理解，以支持国际级广泛的政治和经济合作行动。

and economic cooperation at international level.	
Our vision addresses actions, and helps people to realize them. ItaliensPR enhances your brand messaging, making it attractive for new seed investment.	我们的远见解决行动问题，并帮助人们实现目标。ItaliensPR可以增强你的品牌宣传，吸引新的种子投资。
Here we are. A platform for global professionals on the move to support, to inspire, to connect each other on professional opportunities.	我们在这里，为全球的专业人士提供一个平台，支持、激励和联系彼此的专业机会。
Our team is made up of highly talented multi-disciplinary and multi-cultural professionals, capable of processing, producing and promoting highly complex international projects and initiatives.	我们的团队由多学科、多文化的专业人才组成，能够处理、生产和推广高度复杂的国际项目和计划。
Integrity, truth, inspiration, innovation, ethical communication are our driving forces. We think differently, we deliver consistently building customer loyalty. Because we make our missions meaningful. News from ItaliensPR platform is the definitive source for Independent cross cultural journalism from every corner of the globe.	诚信、真理、灵感、创新、道德沟通是驱动我们前进的引擎。我们有不同的想法，我们始终如一地建立客户忠诚度，因为我们的使命是有意义的。ItaliensPR平台的新闻是全球各角落的独立跨文化新闻的权威来源。
Services	我们的服务
Our collaborations	我们的项目 / 项目链接
The functions	平台职能
Home	首页
Recent Projects	近期项目
News	新闻中心

Portfolio	投资组合
Testimonial	证明
Events	活动
Meetings	会议
Press area	新闻发布区
Email	电子邮件联系
Phone	电话联系
Address	地址

CECILIA SANDRONI

Cross cultural international PR / Journalist & Global Press	跨文化国际公关 /记者和全球新闻
After graduating with honors in foreign languages and literature and earning a degree of Master in Semiotics of Theatre with a thesis in Elizabethan Theatre at the Shakespeare Centre in Stratford-upon-Avon, Cecilia immediately began her career in the international scene.	Cecilia以优异的外语和文学成绩毕业，并在埃文河畔斯特拉特福德的莎士比亚中心获得了戏剧符号学硕士学位，毕业论文是伊丽莎白剧院的作品。此后，Cecilia立即开始了她在国际舞台上的职业生涯。
Organizing conferences for professionals in London, New York, Montreal, Toronto, Frankfurt and Buenos Aires, acquiring along the way a network of top executive contacts in the culture and performance fields.	Cecilia为伦敦、纽约、蒙特利尔、多伦多、法兰克福和布宜诺斯艾利斯的专业人士组织会议，并因此建立起了在文化及表演领域高层管理人脉网络。
Read all about Cecilia Sandroni	阅读关于Cecilia Sandroni的所有内容

<p>Cecilia Sandroni work encompasses many different aspects of media work – she has been PR & Press Officer for cultural events such as the Florence Biennale, where she collaborates with Vittorio Storaro, Dante Ferretti, Gabriella Pescucci, Oliviero Toscani and Leonardo Mondadori.</p>	<p>Cecilia Sandroni的工作涵盖了媒体工作的许多方面——她曾担任文化活动的公关和新闻官，如佛罗伦萨双年展，在那里她与 Vittorio Storaro, Dante Ferretti, Gabriella Pescucci, Oliviero Toscani和Leonardo Mondadori合作。</p>
<p>For a number of years, from 1999, she was a consultant for Italia Cinema collaborating with UK Film Council, where she oversaw its connections with different Italian companies, including <u>Istituto Luce</u> and Cinecittà Holding. In the same period, she was a consultant for various festivals, programs and exhibitions, including International and National Film Festivals.</p>	<p>从1999年开始，她担任意大利电影公司与英国电影委员会合作的顾问，负责监督意大利电影公司与不同的意大利公司的关系，包括<u>Istituto Luce</u>和Cinecittà Holding。在此期间，她还担任包括国际和国家电影节在内各种电影节、节目和展览的顾问。</p>
<p>These experiences solidified her collaboration with the most important companies in the field and their leading players.</p>	<p>这些经历巩固了她与该领域最重要的公司及其主要参与者的合作。</p>

<p>From 2003 to 2007, Sandroni managed the public relations of the prestigious <u>Alinari</u> archive and the National Museum of Photography in Florence, for which she was the creator and organizer of several exhibitions, publications & academic courses, including “Cammina, cammina,” with the support of UNICEF and the President of the Republic of Italy, and “Ritratti” and “Figli d’Italia,” also supported by the President of the Italian Republic. Cecilia Sandroni organized the itinerary/exhibition for the <u>Historical Archives of the European Union</u> in Villa Salviati in Florence, which was inaugurated by the President of the Republic Giorgio Napolitano.</p>	<p>从2003年到2007年，Sandroni管理着著名的Alinari 档案馆和佛罗伦萨国家摄影博物馆的公共关系，她为此在联合国儿童基金会和意大利共和国总统的支持下，创办并组织了一些展览、出版物和学术课程，包括"Cammina, cammina"，以及"Ritratti"和"Figli d'Italia"。Cecilia Sandroni 在佛罗伦萨萨Villa Salviati为欧洲联盟历史档案组织了巡回展览，Giorgio Napolitano总统主持了其开幕仪式。</p>
<p>From 2007 to 2013, she managed the foreign relations for many international exhibitions and events, such as “Verso Expo Milano 2015”.</p>	<p>从2007年到2013年，她管理过许多国际展览和活动的对外关系，如“2015米兰维索博览会”。</p>
<p>From 2012 Cecilia Sandroni was behind the campaign “Adopt a Work of Art” at the <u>Museo degli Innocenti</u> in Florence and while there, she also oversaw the creation of the Public Relations of the Istituto degli Innocenti.</p>	<p>从2012年开始，塞西莉亚·桑德罗尼(Cecilia Sandroni)在佛罗伦萨的伊诺琴蒂博物馆(Museo degli Innocenti)发起了“采用一件艺术作品”(Adopt a Work of Art)的活动，在活动中，她还监督了伊诺琴蒂博物馆(Istituto degli Innocenti)的公共关系项目的创建。</p>
<p>From 2013 to 2015, she was the International Public Relations Manager for the pilot project “Toscana Resort Castelfalfi” by TUI AG, a world leader in the tourism sector: an investment of 250 million euro.</p>	<p>从2013年到2015年，她担任旅游行业全球领军企业TUI AG的“Toscana Resort Castelfalfi”试点项目的国际公共关系经理。投资2.5亿欧元。</p>

In 2016 Sandroni served as Advisor for the American Presidential elections.	2016年，Sandroni 担任美国总统选举顾问。
In addition to PR and the significant work in different cultural fields since 2009 Cecilia Sandroni also worked in the sphere of social awareness, which culminated in 2017 with her acting as the “antenna journalist” for <u>OSCE</u> .	除了公共关系和自2009年以来在不同文化领域的重要工作之外，Cecilia Sandroni在社会认识领域工作，2017年她成为欧安组织的“天线记者”。
Over the years, one prestigious role has followed another, including the International PR for the restoration project of the Church of the Nativity in Bethlehem in 2016-2017.	多年来，一个又一个有声望的职位接踵而至，包括2016-2017年在伯利恒的基督降生教堂修复项目的国际公关。
The film <u>Restoring the Sky</u> , part of the worldwide communications campaign, won the 2017 “ <u>Globo d’Oro</u> ” the Foreign Press award, by a jury of international journalists.	作为全球传播运动的一部分，电影《重塑天空》(Restoring The Sky)于2017年获得了由国际记者组成的评审团颁发的 “Globo d’oro”外国记者奖。
Cecilia Sandroni was then chosen to assist with communications within Italy and for the European Events of “The Student Hotel,” a project inspired by the European “concept hotel”: an investment of 700 million euro in Italy.	Cecilia Sandroni随后被选中协助意大利国内的沟通工作，以及参与欧洲的 “The Student Hotel”活动。该项目受到欧洲“概念酒店”的启发：在意大利投资7亿欧元。

The Student Hotel co-living, co-working business model provides a unique hybrid destination for a fast-growing international community.	The Student Hotel酒店共住、共用的商业模式为快速发展的国际团体提供独特的混合式住处。
Finally, she began her collaboration with the <u>Fondazione Franco Zeffirelli</u> , for which Sandroni has directed the worldwide communications activity in the lead up to the inauguration of the Franco Zeffirelli International Centre for the Performing Arts in Florence in July 2017.	最后，她开始与Fondazione Franco Zeffirelli合作，Sandroni指导了全球范围的传播活动，直至2017年7月在佛罗伦萨开办了Franco Zeffirelli国际表演艺术中心。
For the Franco Zeffirelli Foundation, she was the International PR.	在佛朗哥·泽菲雷利基金会(Franco Zeffirelli Foundation)，她是国际公关。
For the celebrations of the 140th anniversary of diplomatic relations between Bulgaria and Italy, as well as the 140 years since Sofia became the capital of Bulgaria, partner of the project "Bulgaria through the mirror of time" as ItaliensPR.	为庆祝保加利亚与意大利建交140周年以及索菲亚成为保加利亚首都以来的140年，索非亚是"保加利亚通过时间之镜"项目合作伙伴，称为ItaliensPR。

Global Communication of <u>PAFF!</u> . Member of the <u>Foreign Press Club of Rome</u> .	PAFF! 的全球通信。罗马外国记者会成员。
Cecilia Sandroni is corresponding for national and international newspapers.	Cecilia Sandroni为全国性和国际性报纸撰稿。
Cecilia is Press member of the Antonino Caponnetto Foundation, and supporter of many beneficence organisations, like Milano 25 Onlus.	Cecilia是Antonino Caponnetto基金会的新闻成员，也是许多慈善组织的支持者，比如Milano 25 Onlus。
She runs ItaliensPR founded in 2015 in Berlin. For more information visit the <u>Linkedin profile</u> .	她管理着2015年在柏林成立的ItaliensP。欲了解更多信息，请访问Linkedin profile。
Let's talk	一起讨论

OUR SERVICES

Our services	我们的服务
Cross cultural PR	跨文化公关
Cross Cultural PR, Global press and News, Cultural Diplomacy	跨文化公关、全球新闻与新闻、文化外交

International Institutional PR	国际机构PR
Institutional PR, sponsorships and institutional events.	机构公关、赞助和机构活动。
Journalists for Human Rights	记者
Local and global journalists, media outlets, civil society, human rights coverage in a local and global context	地方和全球記者、媒體、民間社會、地方和全球範圍內的人權報導
Cultural Tourism	文化旅游
A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.	一种旅游活动，游客的基本动机是学习、发现、体验和使用旅游目的地的有形和无形文化景点/产品。
Digital strategies	数字战略
Digital PR, social network management and contact management creation	数字公关、社会网络管理与联系人管理创新
Media Reporting	媒体报道
To measure corporate, PR and brand coverage to help clients gain a clear understanding of their profile and the impact of their communications and marketing activities across global news and social media.	衡量企业、公关和品牌的覆盖率，帮助客户清晰地了解他们的形象，以及他们在全球新闻和社交媒体上的沟通和营销活动的影响。

Corporate	公司
Social and cultural responsibility	社会文化责任
Training	培训
Media Training & Dynamic Public Speaking	媒体培训与动态公众演讲
Photo Reportage	照片报道
They say image is everything and we agree	他们说形象就是一切，我们也这么认为
Video Reportage	视频报告
As the act of reportage news as a social mission	新闻报道是一种社会使命

IN COLLABORATION WITH

In collaboration with	之间的合作
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<p>ItaliensPR and Cecilia Sandroni have signed an agreement with the University of Siena for curricular internships from April, 13th 2021. The agreement will last three years and therefore students will be able to apply for an internship in the field of international communication and journalism, regarding culture and human rights.</p>	<p>ItaliensPR和Cecilia Sandroni与锡耶纳大学签署了一项协议，从2021年4月13日起提供课程实习。协议期限为3年，学生们可以申请与文化、人权相关的国际交流和新闻领域的实习。</p>
<p>Our portfolio from 2016</p>	<p>2016年起我们的产品组合</p>
<p>Let's have a talk</p>	<p>一起讨论</p>
<p>See the ItaliensPR Video</p>	<p>请参阅ItaliensPR视频</p>
<p>Subscribe newsletter</p>	<p>订阅快讯</p>
<p>Join us on</p>	<p>加入我们</p>

SERVICES :

<p>Journalists for Human Rights</p> <p>ItaliensPR has worked around the world to train and engage local and global journalists, media outlets, civil society organizations and other relevant stakeholders to strengthen and improve human rights coverage in local and global contexts.</p> <p>Our mission is to ensure People have strong independent journalism in their communities by strengthening, supporting, and unifying independent media organizations nationwide.</p>	<p>记者</p> <p>ItaliensPR在世界各地开展工作，培训和动员当地和全球的记者、媒体机构、民间社会组织和其他相关利益攸关方，以改善地方和全球背景下的人权报道。</p> <p>我们的使命是通过加强、支持和统一全国的独立媒体组织，确保人民在其社区中拥有强有力的独立新闻资源。</p>
<p>Cultural Tourism</p> <p>culture and tourism stem from the very definition of cultural tourism, which is defined as: “A type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions”.</p>	<p>文化旅游</p> <p>文化和旅游源于“文化旅游”的定义，文化旅游的定义是：“游客的基本动机是学习、发现、体验和消费旅游目的地的有形和非物质文化吸引力/产品的一种旅游活动。”这些景点/产品涉及一个社会一系列独特的物质、智力、精神和情感特征，包括艺术和建筑、历史和文化遗产、烹饪遗产、文学、音乐、创意产业和生活文化及其生活方式、价值体系、信仰和传统”。</p>