



Università  
di Genova

DIEC DIPARTIMENTO  
DI ECONOMIA

## **DIEC & PhD Program in Security, Risk and Vulnerability Seminar**

# **Effective Crisis Management: A Short Introduction to Best Practice**

**Rob Britton**

*Adjunct Professor, Georgetown University and Imperial  
College Business School*

*Former Director, Marketing, American Airlines*

**May 25, 2022 - Aula Passadore**

### **Program:**

**10:00 - 10:10 Seminar opening - Prof Teresina Torre**

**10:10 - 11:40 Effective Crisis Management - Prof Rob Britton**

**11:40 - 12:10 Discussion: Crisis management in business research -  
Proff Rob Britton, Teresina Torre, Lara Penco & Giulia Leoni**

**12:10 - 12:30 Q&A**

If you wish to attend online, and for any information please email  
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