



**Ordine dei Dottori Commercialisti  
e degli Esperti Contabili**

Verona

Intervento al convegno

# **Obiettivo Comunicazione**

**Dare valore al sapere nell'era delle nuove competenze**

Assemblea degli Iscritti - 5 dicembre 2024

A woman with dark, wavy hair, wearing a bright red dress, is the central focus. She is holding a smartphone to her ear with her left hand and has a slightly stressed or urgent expression on her face. The background is a busy office environment with several other people in business attire, some looking at documents or talking. The lighting is warm and indoor.

Per fare comunicazione serve  
**ORGANIZZAZIONE**



Prima del come  
**PENSA «A CHI?»**

A man with curly hair and a tattoo on his left forearm is shown in a surgical setting. He is wearing a white t-shirt and blue overalls. He has his hand on his head and is looking off to the side with a serious expression. The background is a sterile, blue-tinted environment with surgical equipment. A blue text box with a red border is overlaid on the bottom left of the image.

Per dire cosa fai  
**DEVI SAPERE CHI SEI**

**FM**

A photograph of a mangrove tree, likely a Rhizophora species, showing its characteristic prop roots extending into the water. The tree's canopy is lush with green leaves, and the roots are a reddish-brown color. The water is clear, revealing the submerged root system. The sky is a clear, bright blue.

Nella scelta tra online e offline  
**DEVI STARE «ONLIFE»**



Siamo sempre  
**IN RELAZIONE**

FM

A high-angle, wide shot of a large assembly hall, likely the European Parliament, filled with people seated at long, curved desks. Many individuals are raising their right hands, suggesting a vote or a formal session. The room is brightly lit, and the desks are equipped with papers and microphones. The overall atmosphere is one of active participation and formal proceedings.

Sull'idea di pubblico abbiamo una  
**IMMAGINE LIMITATA**

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- A photograph of a business meeting in a conference room. Several people in business attire are seated around a dark table. A man in a suit is standing and looking out a large window that offers a view of a city skyline with various buildings. The scene is brightly lit, suggesting daytime.
- Riunione (in presenza e via web)
  - Intervento in CDA
  - Presentazione di un servizio
  - Trattativa commerciale
  - Presentazione di un budget
  - Spiegazione di una normativa
  - Presentazione di un progetto

- Intervista sui media (radio, giornali, tv...)
- Inserimento di una persona in studio
- Telefonata ad un cliente
- Web meeting e webinar
- Pubbliche relazioni
- Discorsi in cariche istituzionali e associative



Cosa dici & come lo dici  
**GENERA REPUTAZIONE**

D.M. Calendar Blitz

Jim	3.500	343,29
DWIGHT	3.000	1.076,21
STAN	3.000	2.580,39
P	3.000	2.578,98
	3.000	2.110,84
	3.000	882,00
	3.000	327,16
	3.100	15,647

EXISTENCE  
!!!

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La vera prova è  
**L'APERITIVO DI LAVORO**

# Grazie!



Francesco Masini  
Public Speaking



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