



Royal Holloway School of Business and Management International Business Webinars 2022

Monday 13th June 2022

Wix - One of the world's largest website building platforms

Strategy and Digital Marketing

Speaker: Crystal Carter 13th June, Monday 10:00-11:00



Crystal Carter

Head of SEO Communications

Branding by Design

How to Build a Great Brand in a Post Digital World

Speaker: Giuseppe Mayer 13th June, Monday 11:30-12:30



Giuseppe Mayer

Brand Manager



BARCLAYS



Anastasiya Kizima

Head of Rise London & FinTech Platform Lead

If you have not yet registered for the three days of international business webinars then please do so here:

<https://www.eventbrite.co.uk/e/347075300567>



LIVE WEBINAR



Royal Holloway School of Business and Management International Business Webinars

Tuesday 14th June

Premium Global Brands - Campari

How Campari Became World Leading Brand

Speaker: Davide Angelucci

14th June, Tuesday 14:00-15:30



To Join **CAMPARI** we will use a different **Microsoft Team** link that will be shared closer to date



Davide Angelucci

Global Brand Manager

CHANGE.ORG – Leading World Change

How to Localise Global Brands

Keeping brand identity in a diverse and multicultural environments

Speaker: Patrick Chew 14th June, Tuesday, 16:00-17:15



Patrick Chew

Internationalization
Manager

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