

Dr Toni Muzi-Falconi

Since the inception of his career, Mr. Muzi Falconi has operated in public relations. A career that began in 1961 as employee communication editor for Stanic (an Eni/Exxon joint venture) and continued as press attaché and, subsequently, public relations manager of 3M Company in Italy from 1963 to 1970.

In 1971 and 1972 he was economic and financial writer of the national newsweekly *L'Espresso* and editor in chief of the monthly *Photo 13 Italiana*. From 1972 to 1974 he was Director of Communication of Fabbri Editori, then Italy's largest publisher. He then founded MF Communications in 1974, and then merged it into the newly formed SCR (strategy, communication, research) Associati in 1976.

From 1994 to 1996 he founded and developed On-Off, a consultancy boutique specialized in assisting large organisations in understanding and coping with technological convergence (computer, television, telephone), which subsequently merged with Methodos in 1996. He is currently the non executive Director of Methodos and in 2004 Methodos opened a specific practice in governance, responsibility, sustainability and integrated reporting practice consulting to private, public and social sector organizations.

In March 2009 and again in 2010 and 2011 he organised and was lead lecturer at the Public Diplomacy and Public Relations workshop in Rome promoted by the Ministry of Foreign Affairs and FERPI (the Italian Federation of Public Relations).

Mr. Muzi Falconi has been involved with various academic institutions and more recently teaches Relationships with Publics at La Sapienza University in Rome and Public Affairs at the Executive Master in Government at the LUISS University in Rome.

Mr. Muzi Falconi was President of Ferpi, the Italian Federation of Public Relations (www.ferpi.it) from June 2000 to June 2003, and in July 2002 was elected founding Chair of the Global Alliance for Public Relations and Communication Management until December 2003 (www.globalpr.org). The Global Alliance, initially formed by 24 national associations, now has 76 members which represent in excess of 180,000 professionals.

In 2009/2010 he actively participated to the organization of the Sixth World Public Relations Forum held in Stockholm (June 2010) and coordinated the process of creating the Stockholm Accords

Mr. Muzi Falconi was co-chair for the 2004 and 2005 editions of the CIPR's (UK) jury for the Annual Excellence in Public Relations award, and was granted Honorary Fellowship of the Chartered Institute of Public Relations. In June 2005 he received the Alan Campbell Johnson Medal for outstanding contribution to international public relations.

He is a member of the editorial board of the Journal of Communication Management, was elected member of the Commissions for International Public Relations; for Research; and for Diversity in Public Relations of the US-based Institute for Public Relations (www.instituteforpr.com). He is also a member of the International Public Relations Association (IPRA) and of the European Association for Public Relations Research and Education (Euprera).