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Press release

Diploma award ceremony for 23 communications professionals: MScom is celebrating its 10th anniversary and conferring the *Burson-Marsteller* and *SPRI Awards* on its best new graduates.

Tomorrow, in the auditorium of the Lugano Campus, 23 communications professionals will be receiving the Executive Master of Science in Communications Management (MScom) diploma awarded by the Faculty of Communication Sciences of the Università della Svizzera italiana (USI). The Executive MScom Program, now celebrating its 10th anniversary, comprises eight week-long sessions held in Lugano and a two-week advanced strategic management session at the UCLA Anderson School of Management in Los Angeles, one of the leading business schools in the US, with which the University has had a long-standing co-operation.

The participants, of 11 different nationalities, have acquired the technical and theoretical tools needed to handle communications for their respective organizations in terms of identity, image and overall strategic planning, and working in close cooperation with their managements. For their final projects, an essential part of the diploma program, the participants must provide real consultancy project to companies and institutions. This year the beneficiaries were LOEWE (www.loewe.de), Swisscom (www.swisscom.ch), Rhätische Bahn (www.rhb.ch) and Médecins Sans Frontières (www.msf.org).

After the diplomas have been awarded by USI President **Piero Martinoli** and the Academic Director of MScom **Francesco Lurati**, the best graduates will receive two important distinctions: the **Burson-Marsteller Award for Academic Excellence** and the **SPRI Award**.

The Burson-Marsteller Award for Academic Excellence, for the best consultancy project, will be presented during the Saturday Gala evening by **Roman Geiser**, Chief Operating Officer EMEA, Burson-Marsteller. Worth 10,000 Swiss francs, this year's award goes to the project performed on behalf of LOEWE, a German company active in the global market for high-quality home entertainment systems. Its authors are **Athos Del Ponte** (Zurich, Switzerland), **Sukanti Ghosh** (Mumbai, India), **Ernst Larsen** (Oslo, Norway), **Lisa Schilling** (Lucerne, Switzerland) and **Ancilla Schmidhauser** (Zurich, Switzerland). The project was chosen for having provided the client with concrete recommendations based on a thorough situational analysis: a solid contribution that will help LOEWE to strengthen its brand internationally, giving the company a strategic edge in the specific characteristics of its own product, its network of branches and retailers and its relations with end users.

The SPRI Award, being conferred for the first time, is for the best grade average: **Marion Starck**, President of the SPRI (Swiss Public Relations Institute) will present the award to **Amanda Marlin**, a consultant of Australian origin.

List of graduates participating in Mscom10:

	<i>Name</i>	<i>Organization</i>	<i>Position</i>	<i>Nationality</i>
1.	Michèle Bodmer	Nord Stream AG	Corporate Publishing Manager	U.S.
2.	Siân Bowen	Médecins Sans Frontières	International Editor	British

3.	Suzy Chisholm	Philips AG Healthcare	Marketing Communications Manager	Canadian
4.	Athos Del Ponte	Sanofi Pasteur MSD AG	Director External Affairs Switzerland	Swiss
5.	Simone Drill	UBS Wealth Management & Swiss Bank	Head of Executive Events and Hospitality	Swiss
6.	Jouni Epper			Swiss
7.	Karin Fischer	Methodos S.p.A.	Consultant	Italian
8.	Sukanti Ghosh	Barclays Bank PLC	Head of Corporate Affairs India	British
9.	Matthias Graf	Google Inc.	Head Product and Engineering Communications EMEA	Swiss
10.	Stefan Heß	Deutsche Post DHL	Senior Spokesperson/Media Relations	German
11.	Kornelia Kneissl	K2K Market Relations	Consultant	German
12.	Ernst Larsen	Norwegian Society for Sea Rescue	Head of Communication	Norwegian
13.	Amanda Marlin	Dynamics Group SA	Senior Consultant	Australian
14.	Christina Meier	Alpiq Management Ltd.	Head of Corporate Market Communications	Swiss
15.	Thomas Scheuring	Clariden Leu AG	Manager Branding and Advertising	Swiss
16.	Lisa Schilling	Luzerner Theater	Head of Communications and Media Relations	Swiss
17.	Ancilla Schmidhauser	Enzaim Communications AG	Senior Consultant	Swiss
18.	Susanne Schmitter	Festland AG	Consultant	Swiss
19.	Gert Schröder	Toyota AG	Head of Marketing & Communication	Swiss
20.	Vera Stiffler	Rhätische Bahn AG	Head of Marketing Communications	Swiss
21.	Giorgio Tebaldi	Swisscom AG	Communications Manager	Italian
22.	Laurence Vindevoghel	Basilea Pharmaceutica International Ltd	Global Medical Advisor	French
23.	Lisa Weekes	Bank for International Settlements	Senior Communications Specialist	New Zealander

Photographs of the ceremony and celebrations can be downloaded from the website <http://picasaweb.google.com/MScomclass/MACEMScomAlumniAndCommunityEvent10thAnniversaryCelebration#> from Saturday evening.

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The USI's Executive MScom Program in brief

The Executive Master of Science in Communications Management (MScom, www.mscom.usi.ch) is a part-time postgraduate program for experienced communications. Classes are held every other month for seven consecutive days. An international teaching faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its global orientation.

In its first ten years, the Executive MScom Program has trained more than 200 communications professionals from around the world. The detailed program of celebrations for MScom's first decade can be consulted at <http://www.mscom.usi.ch/programma-10-mscom-full.pdf>.