

Università  
della  
Svizzera  
italiana

Faculty of  
Economics

Faculty of  
Communication  
Sciences

## **Invited Lecture**

**Sergio Ermotti**, Group CEO, UBS  
*Communicating effectively:  
one message for all stakeholders*

**March 13, 2017**

Università della Svizzera italiana

Hosted by the Master of Science  
in Financial Communication

## **Program**

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*Room 351*

Only faculty and staff

9.00 a.m.

**Sergio Ermotti**, Group CEO, UBS  
meets USI faculty and staff

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*Auditorium*

For students, faculty, staff, and MFC alumni

Registration required at:

**[www.mfc.usi.ch/evento-ermotti](http://www.mfc.usi.ch/evento-ermotti)**

9.15 a.m.

Welcome speech by

Prof. **Boas Erez**, USI Rector

9.20 a.m.

Introduction by

Prof. **Andrea Rocci**, Director of the  
Master in Financial Communication

9.30 a.m.

Lecture by

**Sergio Ermotti**, Group CEO, UBS

10.00 a.m.

Q&A session

For further information please contact  
the coordinator of the Master in  
Financial Communication, Dr. Carlo  
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