



# BPW International & FIDAPA BPW Italy

**ITALIAN AND GLOBAL PERSPECTIVE**

**Laura Parigi – PR Standing Committee Member 24-27**

**Bicocca University Milan**

**Corso di Laurea Magistrale – Management e Design dei servizi**

March 31, 2026, Milan

At the invitation of Professor Emanuela Rinaldi, **Laura Parigi** — Member of the BPW International Public Relations Standing Committee and Board Member of Fidapa – BPW Italy Monza e Brianza Club — delivered a presentation to a group of female students attending Master Mages course at the University of Milano-Bicocca.

The presentation introduced BPW International, one of the world's leading networks of business and professional women, active in over 100 countries with more than 30,000 members, and its Italian affiliate FIDAPA BPW Italy, founded in Rome in 1930 and today comprising 12,000 members across more than 300 local clubs.



A particular focus was made on the **Standing Committee for Public Relations**, whose mandate is to strengthen BPW's global visibility through media engagement, strategic partnerships, and communication initiatives.

Its core activities include supporting all BPW committees in promoting their work, fostering collaboration with journalists, governments, universities and NGOs, organising press events and live-streamed conferences, and sharing training and awareness opportunities with members and local clubs.



## STANDING COMMITTEE PUBLIC RELATIONS

<https://www.bpw-international.org/standing-committees/public-relations>

The Standing Committee for Public Relations is committed to enhancing BPW's global reputation by promoting its presence, strategic partnerships and communication initiatives that inspire action, connection and growth.


Support all BPW committees in promoting their projects and results

Strengthen collaboration with journalists, governments, universities and NGOs

Organize press and media events, live-streamed conferences and interviews

Share training and awareness opportunities with BPW members and Clubs/Sections



 BPW International

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The session also highlighted the opportunities offered by **Young BPW** — the network's dedicated programme for women under 35 — encompassing mentoring, scholarships, leadership development, and participation in the European Young BPW Symposium.

The presentation was followed by a lively discussion, with some students asking insightful and engaged questions that reflected a keen interest in the topics addressed.