



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

08 November, 2025 – 9.00 A. M. – 1.00 P. M.
Room: Aula Pizzardo – Borgo Sant'Angelo 13, Roma

Maximising data insights

Optimize communications performance by
media analytics and data trend evaluation

INTRODUCTION

Fulvio Ferrari

Professor at LUMSA University

Course in Communication metrics – Web analytics and Datamining

SPEAKER

Amy Chappell

Head of Insights at Vuelio



A professional in media communications evaluation and insight for over ten years, after graduating from Cardiff University with a BA in Journalism, she started her career at the international agency PRIME Research (now Cision Insights). Over the years she specialized in communication metrics, media analytics and data insights, providing consultancy to some of the world's largest companies. After founding her own consultancy for three years in Germany, Amy moved back to the UK to work for the industry-leading Public Communications software company, Vuelio to start her own department, offering software clients additional insight and value through her consultancy and Insight services. Amy has provided guest lectures to LUMSA University students for the last 7 years and has supported students with further learning opportunities such as freelance trainee positions and in the last 2 years co-supervised some Master's thesis.