



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

7 November, 2026 – 09.00 A. M. – 1.00 P. M.
Room: Aula Pizzardo – Borgo Sant'Angelo 13, Roma

Measuring Communications in the Age of AI: from Media Impact to AI

INTRODUCTION

Fulvio Ferrari

*Professor at LUMSA University
Course in AI Data Analytics for Communications*

SPEAKER

Amy Chappell

Head of Insights Strategy at Vuelio



Amy has over a decade of experience in media intelligence, communications measurement and strategic consultancy, working with organizations across a range of sectors to evaluate communications performance, understand reputation and translate data into actionable insights.

Having begun her career in international communications research and subsequently established her own consultancy in Germany, Amy now leads Insights Strategy at Vuelio. Her work increasingly focuses on the evolving role of AI in communications, both as a tool for enhancing measurement and as a new dimension of organizational reputation.

2026 marks Amy's tenth year as a guest lecturer at LUMSA University, where she has also supported three Master's students with their thesis research, connecting academic learning with professional practice.