



Course name and code: **Executive NextGen | TikTok at the Heart of Institutional Storytelling (EP02.4)**

Session dates: 25 January 2027

Times: 11.00-16.00

Venue: In person at CEIDA, Villa Palestro 24, Rome, and remote attendance

Competence Center: People, Organization & Leadership

Price: €400 + VAT (the fee is VAT-exempt if paid by public bodies)

Instructor	Mauro Giacchetti – Monia Ciocioni
Contact info	Email: segreteria@ceida.com
Office hours	By appointment, to be arranged via email

Course description

The Executive NextGen Master is an advanced training program designed by CEIDA in collaboration with Easy Formazione, aimed at executives, officials, communication managers and professionals in the public and private sectors. The goal is to provide the operational tools to steer the digital transformation of institutional communication.

Today's communication landscape demands a paradigm shift from organizations: simply being present on digital channels is no longer enough; they must master integrated strategies that connect active listening, the production of quality content, a strong presence on LinkedIn and TikTok, and advanced management of relations with traditional and digital media.

By the end of the Master, students will have acquired specialist knowledge of institutional communication 4.0, operational skills for managing multichannel editorial plans, the use of Artificial Intelligence applied to content creation, professional branding techniques on LinkedIn, institutional storytelling in short-video format on TikTok, and advanced press office management. These skills enable participants to hold positions of responsibility in the strategic communication of public bodies and organizations, strengthening their professional leadership and the communication impact of their organization.

Program and Contents

Module 4: TikTok at the Heart of Institutional Storytelling – Date: 25 January 2027 – Time: 11:00 – 16:00

- TikTok beyond the prejudice: platform evolution, real demographics, For You Page, Italian and international case studies;
- Institutional short-video storytelling: the hook in the first 3 seconds, narrative structure, CTA, tone of voice, handling trends and sounds;
- Hands-on production: shooting and editing tools, technical optimization, applied AI, cross-posting to Instagram Reels and YouTube Shorts;
- Metrics and community management: KPIs, TikTok Analytics, comment management, preventing reputational risks, overview of TikTok Ads;
- Hands-on lab: concept, storyboard, shooting and editing of an institutional TikTok video in class.

Learning resources

- Slides and exclusive teaching materials provided by the instructors for each module;
- Operational templates: editorial plans, audit checklists, press release templates, short-video storyboards;
- Access to and practical demonstration of the Artificial Intelligence tools used during the sessions;
- Real case studies with documented data and results, provided by the instructors;
- Personal smartphone for Module 4 (TikTok production lab);
- Active LinkedIn profile for Module 3 (live optimization lab).

Learning methodology

The Master adopts a blended approach combining lectures, real case studies, hands-on labs, best-practice analysis, flipped classroom and individual and group work sessions. Each module devotes at least 40% of the time to practical exercises, so that participants can immediately apply what they have learned to their own professional context.

Target audience

- Executives and officials of public bodies and companies;
- Communication and press office managers;
- Social media managers and institutional communication professionals;
- Digital communication consultants;
- Professionals wishing to update their skills in the external and internal communication of organizations.

Learning path summary

Session	Date	Time	Instructor
4	25 January 2027	11:00 – 16:00	M. Ciocioni

Recommended reading

The following materials are recommended for further study of the Master's topics:

- Teaching materials and handouts provided in class by instructors Giacchetti and Ciocioni;
- Annual industry reports on LinkedIn Italy (LinkedIn Marketing Solutions);
- Annual industry reports on TikTok (TikTok for Business);
- AGCOM and AgID publications on digital institutional communication in the Public Administration;
- International case studies provided by the instructors for each module.

Instructor profiles

Dr. Mauro Giacchetti — LinkedIn Expert

Trainer, Brand Ambassador and lecturer at Hermes University and Edulia (Treccani Academy). Recognized as one of the most influential LinkedIn Experts in Italy. Co-founder of Easy Formazione, he has supported over 1,500 clients and trained more than 100 university students. His expertise covers the entire spectrum of LinkedIn communication: profile and Company Page optimization, SEO-friendly editorial plans, lead generation, social recruiting, Sales Navigator and multistreaming webinars, with a data-driven approach.

Dr. Monia Ciocioni — TikTok Expert and Communication Strategist

Entrepreneur, co-founder of Easy Formazione and university lecturer at Hermes University and Sapienza University of Rome. A communication and training-process strategist, she has developed specialized expertise in institutional positioning on TikTok, designing short-video strategies for public bodies, professionals and organizations. Her approach combines the psychology of communication with proprietary methodologies and training in leadership, mindfulness and personal branding.

IMPORTANT NOTICE

Please note that the course will be activated only upon written notice from CEIDA.

Participants are therefore strongly advised not to book or purchase travel tickets, accommodation or other related services before receiving this official confirmation, which will also specify the delivery mode of the course (in person or remote).

CEIDA accepts no liability for any expenses incurred in advance and shall in no way be required to provide refunds or compensation of any kind, financial or otherwise.