



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DI SCIENZE POLITICHE E SOCIALI



In collaboration with the
US Consulate General
in Florence



Friday, 7 December 2012 at 17.00
Alma Graduate School - Via degli Scalini 18, Bologna

How the web 2.0 is changing political campaigns and social mobilization

A conversation with Michael Slaby

Chief innovation officer for the 2008 and 2012 Obama presidential campaigns

Welcome Speech and Introduction:

Roberto Grandi Department of Political and Social Sciences, University of Bologna

Discussants:

Cristian Vaccari University of Bologna
Augusto Valeriani University of Bologna

RSVP **Brendan Mckeown** - brendan.mckeown@almaweb.unibo.it