



**impact. innovate. integrate.**  
ITALIAN AND U.S. DISCUSSION ON MANUFACTURING TRENDS

*Press Review*  
*13 Forum: Impact. Innovate. Integrate.*  
*March 30, 2016*  
*Chicago, Illinois*

## **Press Coverage**

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The Prime Minister's visit yielded more than 63,574,630 million impressions and more than 30 pieces of broadcast, print, online and social media coverage. With the media advisory, press release and onsite support for nearly 15 US and 30 Italian reporters, the event proved to be a strong media success as well. All five top television broadcast outlets attended the event, as well as *The Chicago Tribune*, *Chicago Sun-Times* and *Illinois Business Daily* and the most important trade publications including *Manufacturing Engineering*, *Plant Services*, *Robotics Online* and *Automation Alley*. We are also expecting an additional piece from *Industry Week* and Penton Media.

## **Media Outreach**

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Emerging Media issued a media advisory on March 28 to alert national news outlets of the forum. A press release was issued on March 29 via MarketWired to 17,270 journalists who write for print, broadcast and online media outlets for microsites, major news services, major news databases such as Dow Jones, Factset, ILX, and search engine placement platforms such as Google, Yahoo, Bing, Ask, and Excite.

In the period from March 29 through April 3, there were 2,495 individual views of the press release.








## Press Release Pick Ups

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Below is a list of media coverage to date containing article title, media outlet, date and link.

The below are the top 20 web sites that ran the press release as it traveled across the web. It includes two types of coverage: verbatim posts of the entire release and headline impressions.

### Top 20 Web Clips

	Clip Name	Clip URL	Daily Visitors
	Yahoo Biz	<a href="#">View Site</a>	4,987,882
	<a href="#">msn.com</a>	<a href="#">View Site</a>	1,339,894
	<a href="#">ask.com</a>	<a href="#">View Site</a>	340,624
	International Business Times	<a href="#">View Site</a>	242,077
	Arizona Republic	<a href="#">View Site</a>	115,578
	Boston.com	<a href="#">View Site</a>	98,030
	<a href="#">markets.wnd.com</a>	<a href="#">View Site</a>	97,355
	Mercury News	<a href="#">View Site</a>	91,514



Miami Herald

[View Site](#)

91,183



Star Tribune

[View Site](#)

67,545



Kansas City

[View Site](#)

47,114



WRAL TV

[View Site](#)

46,122



SEV Identified Site

[jsonline.com](#)

[View Site](#)

45,473



SEV Identified Site

[markets.post-gazette.com](#)

[View Site](#)

42,069

The Sacramento Bee

[View Site](#)

41,578

InvestorPlace

[View Site](#)

40,193

## Media Coverage

<b>Broadcast</b>			
<b>Media Outlet</b>	<b>Article title</b>	<b>Date</b>	<b>Link</b>
ABC Chicago	Italian Prime Minister Matteo Renzi Visits Chicago	30-Mar	<a href="http://abc7chicago.com/news/italian-prime-minister-matteo-renzi-visits-chicago/1268981/">http://abc7chicago.com/news/italian-prime-minister-matteo-renzi-visits-chicago/1268981/</a>
ABC Chicago - Twitter	Italian Prime Minister Matteo Renzi Visits Chicago	30-Mar	<a href="https://twitter.com/ABC7Chicago/status/715208951403454464">https://twitter.com/ABC7Chicago/status/715208951403454464</a>
ABC Chicago - Yahoo News	Italian Prime Minister Matteo Renzi Visits Chicago	30-Mar	<a href="https://www.yahoo.com/news/video/italian-prime-minister-matteo-renzi-215306248.html">https://www.yahoo.com/news/video/italian-prime-minister-matteo-renzi-215306248.html</a>
ABC Chicago - ScoopNest	Italian Prime Minister Matteo Renzi Visits Chicago	30-Mar	<a href="http://www.scoopnest.com/user/ABC7Chicago/715208951403454464">http://www.scoopnest.com/user/ABC7Chicago/715208951403454464</a>
ABC Chicago - 50Wire	Italian Prime Minister Renzi visits Fermilab and Chicago	30-Mar	<a href="http://50wire.com/Illinois/tag/Italian+Prime+Minister">http://50wire.com/Illinois/tag/Italian+Prime+Minister</a>
ABC Chicago - Newsbreak	Italian Prime Minister Renzi visits Fermilab and Chicago	30-Mar	<a href="http://www.newsbk.com/news/news/italian-prime-minister-matteo-renzi-visits-chicago.n/italian-prime-minister-matteo-renzi-visits-chicago.html">http://www.newsbk.com/news/news/italian-prime-minister-matteo-renzi-visits-chicago.n/italian-prime-minister-matteo-renzi-visits-chicago.html</a>
WGN Radio	Wintrust Business Lunch: Luigi Galdabini (President of the European Association of Machine Tool Industries)	30-Mar	<a href="http://wgnradio.com/2016/03/30/wintrust-business-lunch-3302016-terry-savage-scott-kleinberg-luigi-galdibini-head-of-ucimu/">http://wgnradio.com/2016/03/30/wintrust-business-lunch-3302016-terry-savage-scott-kleinberg-luigi-galdibini-head-of-ucimu/</a>
CBS Chicago	Watch: Rahm out for a jog with Italian Prime Minister	30-Mar	<a href="http://chicago.cbslocal.com/2016/03/30/watch-rahm-out-for-a-jog-with-prime-minister-of-italy/">http://chicago.cbslocal.com/2016/03/30/watch-rahm-out-for-a-jog-with-prime-minister-of-italy/</a>
CBS Chicago A1.AM	Watch: Rahm out for a jog with Italian Prime Minister	30-Mar	<a href="http://a1.am/en/2016/03/30/watch-rahm-out-for-a-jog-with-prime-minister-of-italy">http://a1.am/en/2016/03/30/watch-rahm-out-for-a-jog-with-prime-minister-of-italy</a>
CBS Chicago: MSN	Rahm Emanuel Jogging on Lakefront with Italian Prime Minister	30-Mar	<a href="http://www.msn.com/en-us/news/us/rahm-emanuel-jogging-on-lakefront-with-italian-prime-minister/vp-BBr7khf">http://www.msn.com/en-us/news/us/rahm-emanuel-jogging-on-lakefront-with-italian-prime-minister/vp-BBr7khf</a>
Naperville Community Television	Italian Prime Minister Visits Fermilab	1-Apr	<a href="http://www.nctv17.com/italian-prime-minister-visits-fermilab/">http://www.nctv17.com/italian-prime-minister-visits-fermilab/</a>
WGN Radio	Wintrust Business Lunch: Luigi Galdabini (President of the European Association of Machine Tool Industries)	30-Mar	<a href="http://wgnradio.com/2016/03/30/wintrust-business-lunch-3302016-terry-savage-scott-kleinberg-luigi-galdibini-head-of-ucimu/">http://wgnradio.com/2016/03/30/wintrust-business-lunch-3302016-terry-savage-scott-kleinberg-luigi-galdibini-head-of-ucimu/</a>
WBEZ 91.5 Chicago (radio)	Italian Prime Minister Inaugurates New Bilingual School In Chicago	31-Mar	<a href="https://www.wbez.org/shows/wbez-news/italian-prime-minister-inaugurates-new-bilingual-school-in-chicago/225cc5b8-ec2d-42b6-bf61-cb2bf1d49224">https://www.wbez.org/shows/wbez-news/italian-prime-minister-inaugurates-new-bilingual-school-in-chicago/225cc5b8-ec2d-42b6-bf61-cb2bf1d49224</a>

<b>Print</b>			
Kane County Chronicle	Italian Prime Minister Visits Fermilab	30-Mar	<a href="http://www.kcchronicle.com/2016/03/30/italian-prime-minister-visits-fermilab/du54urx/">http://www.kcchronicle.com/2016/03/30/italian-prime-minister-visits-fermilab/du54urx/</a>
Illinois Business Daily	Italy's Prime Minister Visits i3 Forum in Chicago	31-Mar	<a href="http://ilbusinessdaily.com/stories/510704665-italy-s-prime-minister-visits-i3-forum-in-chicago">http://ilbusinessdaily.com/stories/510704665-italy-s-prime-minister-visits-i3-forum-in-chicago</a>
Chicago Tribune	Morning Spin: Lime-green-clad Emanuel jogs with Italian Prime Minister	31-Mar	<a href="http://www.chicagotribune.com/news/local/politics/ct-rahm-emanuel-jogs-with-italian-prime-minister-20160330-story.html">http://www.chicagotribune.com/news/local/politics/ct-rahm-emanuel-jogs-with-italian-prime-minister-20160330-story.html</a>
Beacon News	Italian Prime Minister Visits Fermilab in Batavia	30-Mar	<a href="http://www.chicagotribune.com/news/local/politics/ct-rahm-emanuel-jogs-with-italian-prime-minister-20160330-story.html">http://www.chicagotribune.com/news/local/politics/ct-rahm-emanuel-jogs-with-italian-prime-minister-20160330-story.html</a>
<b>Trades and Online</b>			
Manufacturing Engineering	Straight from Chicago: US Manufacturing is Changing Pronto	1-Apr	<a href="http://sme.org/MEMagazine/Article.aspx?id=8589938894">http://sme.org/MEMagazine/Article.aspx?id=8589938894</a>
Plant Services	Democratization and glorious data: The future of American manufacturing	1-Apr	<a href="http://www.plantservices.com/articles/2016/democratization-and-glorious-data-the-future-of-american-manufacturing/">http://www.plantservices.com/articles/2016/democratization-and-glorious-data-the-future-of-american-manufacturing/</a>
Robotics Online	Italian Trade Agency to Host i3 Manufacturing Forum with Prime Minister Renzi on March 30, 2016 in Chicago	30-Mar	<a href="http://www.robotics.org/content-detail.cfm?content_id=5981">http://www.robotics.org/content-detail.cfm?content_id=5981</a>
Automation Alley	COMAU'S RACER3 TO BE SHOWCASED AT THE I3 FORUM IN CHICAGO WHERE ITALIAN PRIME MINISTER MATTEO RENZI WILL GIVE A KEYNOTE ADDRESS	30-Mar	<a href="https://www.automationalley.com/Members/Comau/All-Member-Releases/Member-Release-Detail.aspx?releaseID=22563">https://www.automationalley.com/Members/Comau/All-Member-Releases/Member-Release-Detail.aspx?releaseID=22563</a>
SNEK	USA Chicago I3 Forum	30-Mar	<a href="https://www.snek.ai/search?q=i3%20forum">https://www.snek.ai/search?q=i3%20forum</a>
Italian Embassy	Italy's Prime Minister Matteo Renzi in the U.S.	2-Apr	<a href="http://www.ambwashingtondc.esteri.it/ambasciata-washington/en/sala-stampa/dall_ambasciata/italian-prime-minister-matteo-renzi.html">http://www.ambwashingtondc.esteri.it/ambasciata-washington/en/sala-stampa/dall_ambasciata/italian-prime-minister-matteo-renzi.html</a>
AMSA IT	Investors Liking Italy thanks to Reforms says Renzi	30-Mar	<a href="http://www.ansa.it/english/news/2016/03/30/investors-liking-italy-thanks-to-reforms-says-renzi-2_a62da315-8a8e-4682-8e4d-12228fdee793.html">http://www.ansa.it/english/news/2016/03/30/investors-liking-italy-thanks-to-reforms-says-renzi-2_a62da315-8a8e-4682-8e4d-12228fdee793.html</a>
We The Italians	Italian Prime Minister Matteo Renzi to host Chicago Mayor Rahm Emanuel and manufacturing leaders at Italian Trade Agency's i3 Forum	30-Mar	<a href="http://wetheitalians.com/great-lakes-news/business-lifestyle-great-lakes/23447-italian-prime-minister-matteo-renzi-to-host-chicago-mayor-rahm-emanuel-and-manufacturing-leaders-at-italian-trade-agency-s-i3-forum">http://wetheitalians.com/great-lakes-news/business-lifestyle-great-lakes/23447-italian-prime-minister-matteo-renzi-to-host-chicago-mayor-rahm-emanuel-and-manufacturing-leaders-at-italian-trade-agency-s-i3-forum</a>

Twitter: Carol Roth feed		30-Mar	<a href="https://twitter.com/caroljsroth/status/712824295744004096">https://twitter.com/caroljsroth/status/712824295744004096</a>
Twitter: Carol Roth feed		30-Mar	<a href="https://twitter.com/caroljsroth/status/715380149059981312">https://twitter.com/caroljsroth/status/715380149059981312</a>



## I3 FORUM: IMPACT. INNOVATE. INTEGRATE.

IMAGE DISTRIBUTED FOR ITALIAN TRADE AGENCY - Italian Prime Minister Matteo Renzi and Chicago Mayor Rahm Emanuel embrace breakthrough manufacturing technologies, with the Racer3 COMAU Robot at the Italian Trade Agency's i3 Forum: Impact. Innovate. Integrate. on Wednesday, March 30, 2016 at the University of Chicago's Gleacher Center in Chicago, Ill. (Matt Mansueto/Italian Trade Agency via AP Images)





## I3 FORUM: IMPACT. INNOVATE. INTEGRATE.

IMAGE DISTRIBUTED FOR ITALIAN TRADE AGENCY - Prime Minister of Italy Matteo Renzi delivers opening remarks at the i3 Forum: Impact. Innovate. Integrate., where more than 250 U.S. and Italian manufacturing leaders gather to learn the latest trends in robotics, aerospace, automotive and energy on Wednesday, March 30, 2016 in Chicago, Ill. The i3 Forum included guest speakers Chicago Mayor Rahm Emanuel, Italian Ambassador to the US Armando Varrichio and Marc Allen, Senior Vice President of The Boeing Company and president of Boeing International. (Matt Mansueto/Italian Trade Agency via AP Images)