

03.07.2019 | Excelsior Hotel Gallia | MILANO

## The new frontiers of the Exhibition Industry

Last update 20/06/2019

08.30 - 09.00

REGISTRATION AND WELCOME COFFEE

SESSION 1

🕒 09.00–11.00

### DIGITAL IMPACT

#### Introduction

Innovation is by nature the basis of the concept of exhibition itself. In an increasingly fast-changing global context, where the impact of technologies and new business dimensions profoundly changes established systems, exhibitions must rethink their role, constantly confronting themselves with the new challenges and new contexts of reference for their niche.

Speaker: [Enrico Gallorini \(GRS\)](#)

#### Digital Impact

The business activities, networking and personal and professional growth that are the elements at the base of each successful exhibitions are quickly changing the tools, applications and interactions between operators. What impact do new technologies have on everyday life? How will business interactions change in the coming years?

Speaker: [Gianluca Salviotti \(SDA Bocconi\)](#)

🗣️ **Roundtable:** opinion leader of the exhibition industry

📄 **Workshop:** discussion at the tables

11.00 - 11.30

COFFEE BREAK

SESSION 2

🕒 11.30–13.00

### DIGITAL MARKETING

#### New marketing tools: Influencer

When we talk about digital marketing it is necessary to start from the assumption that the market is already profoundly transformed, because we are the market, just as the entire ecosystem of the various niches in which we move and operate is transforming. The great value of new digital technologies, with a new vision of the web as a "megaphone", leads exhibitions to rethink their communication model. The role of Influencers in every niche market is becoming increasingly important. How are Influencers used and measured?

Speaker: [Francesca Golfetto \(Università Bocconi\)](#)



**Case study:** Talk with Cristina Fogazzi, alias "L'Estetista Cinica"

🗣️ **Roundtable:** opinion leader of the exhibition industry

📄 **Workshop:** discussion at the tables

13.00 - 14.00

NETWORKING LUNCH

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### SESSION 3

🕒 14.00–14.30

### PERSPECTIVES FOR THE EXHIBITION INDUSTRY

#### How digital can help to trigger profitability

Exhibitions can grow at extremely different rates, even if they serve the same sector. This is down to different sales cultures, different historical backgrounds, and how well processes have been developed in each company. Digital offers the opportunity to push all factors to grow a show further. The presentation of Matthias Tesi Baur will provide some industry best practice examples.

Speaker: [Matthias Tesi Baur](#) (MBB Consulting Group)

🕒 14.30–16.00

#### Hacking the exhibition industry

The future is no longer what I imagined ... technology is increasingly pervading and modifying my business models. Are you changing the paradigms of companies? What are the main drivers to be clear about when it comes to innovation in new forms of business relationships, networking and personal and professional growth?

Speaker: [Corrado Facco](#) (LINK Business Strategy)



#### Focus: Talk with the white-hat hacker 'The FOX'

#### Challenging the HR management status quo

The evolution of organization models to face digital disruption. How will companies operating in advanced services, such as trade fair organizations, have to design new internal structures to manage the impact of innovation?

Speaker: [Corrado Facco](#) (LINK Business Strategy)



#### Focus: Talk with a Global Organizational Consulting Executive (Maurizia Villa, AD Korn Ferry Group)



**Roundtable:** opinion leader of the exhibition industry



**Workshop:** discussion at the tables

16.00 - 16.30

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