

PROGRAMME

BTC 2014

Fortezza da Basso, Florence



TUESDAY 11 NOVEMBER

09.30

OPENING OF BTC 2014

10.00-11.30

Volta Room

EXPO 2015 AND COMPANY EVENTS: OPPORTUNITIES, GROWTH AND IMPLICATIONS FOR THE CORPORATE WORLD

Organised by: **MPI Italia and Cisalpina Tours**

Rosemarie Caglia, *Marketing manager, Cisalpina Tours*

Giulio Carloni, *Editor-in-chief, Quality Travel*

Luca Corsi, *Communications & events manager, Vorwerk Folletto*

Maria Guadalupe Lucasevich, *Director Cisalpina MICE*

Olimpia Ponso, *MICE consultant, writer, chair of MPI Italia*

Moderator: **Margherita Franchetti**, *Editor-in-chief, Event Report*

For the second year running, MPI Italia is partnering Cisalpina Research to probe the corporate world through research intended to highlight the challenges and opportunities for companies in managing their events in the run-up to Expo 2015, a show that, while it generates discussion, should also constitute a unique opportunity, if managed well, to boost visibility, contacts, initiatives, training and business for the corporate world both nationally and internationally. Among the questions to be covered: what image does Expo 2015 convey? How are companies preparing themselves for this global-scale event? What portion of company investment will be linked to Expo 2015? What will be the advantages and possibly challenges for companies in organising their events and developing marketing and communication plans before, during and after Expo? The search is part of the wider Experience & Perform project launched by Cisalpina Tours in 2012 and sponsored by MPI Italia, which brings together the corporate world every year to discuss topical issues relating to the MICE sector, communication and marketing. Following the panel discussion, the MPI Italia Recognition Awards will be given to members and non-members who contributed to the Chapter's growth in 2013-2014. Categories awarded: Recruiting, Participation, Fundraising, Motivation and Loyalty.

10.00-11.00

Arco Room

GOOD WEB MARKETING MANAGEMENT FROM A LEGAL VIEWPOINT: WHAT THE LEGAL SECTOR SAYS ABOUT SOCIAL MEDIA, EMAIL, REVIEWS AND THE RIGHT TO BE FORGOTTEN

Speaker: **Monica Gobbato**, *Lawyer, lecturer, writer on digital law and privacy*

This seminar will set out the legal basis for good online marketing management, with particular reference to the main social networks (Twitter, Facebook and LinkedIn), and their use, including with mobile devices. Furthermore, it will cover e-mail marketing, privacy (also with reference to the new EU Regulation), the right to be forgotten and reviews and related legal issues in the cases of websites Booking and Tripadvisor. The seminar will focus on the importance and content of digital identity, and cyber crime. These issues will be explored from a legal viewpoint, while also considering communication.

10.00-11.00

Monumentale 1 Room

PUBLIC ADMINISTRATION "EVENTS": OPPORTUNITIES TO SHARE OR STERILE SHOP WINDOWS?

Organised by: **Unicom**

Donatella Consolandi, *Chair of Unicom*

Included in the communication plans of all public bodies, event organisation accounts for a good percentage of the budget to communicate the initiatives they have undertaken. These events, considered essential by the public authorities for their capacity to be both a means of communication and building relations, and an opportunity for direct, personal and often informal contact, also express the concepts of "proximity" and "transparency". In order for them to constitute a dialogue, however, able to lay the groundwork for immediate feedback, they must be structured as opportunities for direct contact with the target, and not as self-celebratory shop windows for the institution or "duties" undertaken only because they are included in community programmes.

11.00-11.30

Entrance Pavilion

OPENING CEREMONY

11.30-12.30

Scherma Room

OPENING PRESS CONFERENCE

11.30-12.30

Arco Room

LEADERSHIP AND ENGAGEMENT: "OPEN" LEADERSHIP TO MOTIVATE

Organised by: **Learning Center Federcongressi&eventi**

Introduction: **M. Gabriella Gentile**, *Learning Center manager, Federcongressi&eventi*

Paolo Bruttini, *Chairman, Forma del Tempo*



We need to develop innovation and boost performance, but can achieve nothing without involving our staff. Involvement is the leader's responsibility, but leadership is changing. Leaders are engaging if they know how to stimulate self-organisation dynamics and processes. Leadership's task is to create an environment, a culture within the working group. Paying attention to people and relationships helps create an asset that is strategic to the company's success. The leader's role is therefore to create opportunities for employees to express and develop their knowledge and expertise, to facilitate relationships, creating a climate of mutual trust and involvement, stimulating creativity and innovation. How can companies and their leaders evolve in this direction? It is easier than you would imagine. This is illustrated by numerous companies in Italy and abroad that, by putting in place new collaborative models, have already achieved significant results. The seminar will provide an introduction to this new model, "Open Leadership", and present some successful case histories.

11.30-12.30
 Monumentale 1
 Room

**THE SUSTAINABLE EVENT ACCORDING TO ISO 20121:
 NOT JUST A GREEN EVENT, BUT AN INVESTMENT FOR THE FUTURE**

Paolo Gianoglio, *Director of ICIM (an independent certification body)*

When we talk about a sustainable event, we think of a green event, which presupposes that great attention has been paid to its environmental impact, or one that was difficult to organise, more expensive and more onerous to stage in terms of human resources. Perhaps we need to start from the beginning. The value of organising a sustainable event in accordance with the ISO 20121 international standard can be summed up in three words: balance, innovation, creativity. Balance between the social, economic and environmental impact generated by the event; innovation in the use of resources to reduce waste and consumption, and in investment and organisation; creativity in solutions without losing sight of the event's primary purpose, capitalising on the experience for the next event. Sustainability translates into economic growth and boosts the value of companies and people while fully meeting client expectations. The seminar also looks at concrete cases of various types of event (institutional, corporate, training, international fair, sport) that decided to gain 20121 certification.

12.00-13.00
 Volta Room

**INNOVATION IN EVENTS VENUES: NEW MARKET TRENDS
 AND CAPITALISING ON THEM THROUGH MARKETING AND SALES TECHNIQUES (in English)**

Rob Davidson, *Fondatore MICE Knowledge*

The events venues market is experiencing a period of rapid change: in addition to the traditional offer of hotels and conference centres, structures such as museums, tourist attractions, unusual spaces and innovative locations have now entered the market, capturing the imagination mainly of organisers and younger delegates. Traditional venues must react quickly, and understand their clients' new demands and their objectives. The seminar presents new innovations on the market, and focuses on the marketing strategies and sales techniques that venues can use to embrace the changes, setting out a series of international case histories of large and small venues that have met with success through original and effective ideas.

12.30-13.00
 Scherma Room

PRESENTATION CONVENTION BUREAU ITALIA

Carlotta Ferrari, *President Convention Bureau Italia*

13.00-14.00
 Monumentale 1
 Room

**PROFESSIONAL CERTIFICATION FOR COMPONENTS
 OF THE CONFERENCE VALUE CHAIN**

Rodolfo Musco, *CMP, CMM and members of the Scientific Committee of MPI Italia*

Session introducing the certification managed by MPI Italia and included on the list of the Italian Ministry for Economic Development.

- The technical and professional operators who can gain certification on three levels
- The contents for each level and each technical and professional specialisation
- Seminar on the issues included in the tests for all specialisations ("Types of Meeting and Event and their specific features", "Purposes and Objectives of the Different Types", "Professional Ethics", "Risk Management")
- Registration for tests in Italian
- Copies of chapters contained in the manual to prepare for professional certification tests

13.30-14.30
 Arco Room

**LEAD MANAGEMENT, OR HOW TO MAKE SELLERS HAPPY BY GENERATING
 NEW QUALITY CONTACTS AND FASTER CONVERSIONS**

Fabio Lazzarini, *Marketing Director Cribis DB*

What is lead management, and why is it so important? The world of marketing is increasingly complex, and lead management is becoming ever more popular as a strategy to create demand and ensure that the marketing message is heard through all channels. Lead management enables companies to build relations, generate qualified contacts, improve the reputation of their brands, particularly in niche markets, and - of great importance - secure new contracts thanks to a better understanding of the customer or prospect. Marketing is hard work: developing a lead management process based on acquiring and managing data facilitates the understanding of purchasing behaviour and the integration of marketing activities within the sales cycle, and helps companies to adopt the right mental attitude to create tailored campaigns that stimulate customers to make purchases without suffocating them with advertising.



14.00-16.30
Scherma Room

POLITICIANS FORUM - Conference and events tourism: a resource for Italy.
The role of politics in a destination's competitiveness

Organised by BTC and Federcongressi&eventi, the Politicians Forum is intended to illustrate to politicians and local administrators the value of the conference and events industry for individual destinations and the country as a whole, beyond the more commonly-known tourism benefits, as well as its key features and issues. By providing information and presenting successful case histories, the forum aims to raise awareness among political representatives of a sector that in Italy generates GDP of EUR 16 billion and employs 290,000 people, but that is still not considered an industry in its own right. Local and national political representatives, regional tourism councillors, regional tourism directors as well as conference sector associations and companies will take part. The forum is an opportunity for debate, and through the presentation of best practice in the public and private arenas, is intended to map out the path to boost the strategic value of the sector, thereby benefitting the economy of the whole country.

Dario Nardella, *Mayor of Florence*

Piero Fassino, *Mayor of Turin*

Cristiano Radaelli, *Extraordinary Commissioner, Enit*

Giovanni Bastianelli, *Director of the Lazio Regional Tourism Board*

Mario Buscema, *Chairman, Federcongressi&eventi*

Carlotta Ferrari, *Chair, Convention Bureau Italia*

Paolo Audino, *Amministratore Delegato BTC*

Moderator: **Margherita Franchetti**, *Editor-in-Chief, Event Report*

14.00-15.00
Volta Room

MEETING DESIGN AND CONTENT PLANNING: THE NEW MASH-UP TECHNIQUES TO KNOCK DOWN THE WALL BETWEEN SPEAKERS AND LISTENERS

Ferdinando Cocucci, *CEO Brainwaves*

With terms like meeting design and engagement meeting, the language of events is increasingly seeking to integrate what the speaker says with the contents expressed by the audience. The new mash-up speaking techniques use content planning and visualisation methods that no longer work on a linear sequence of arguments, but are rather based on logic mapping and emotional inputs. Prezi and touch-speaking systems, which dispel the certainties of bullet points and slide shows, are just one example. The speaker becomes narrator, immersed in a multi-visual environment, "augmented" by technology and theatrical forays with performers and gurus who breathe life into his story. The stage dematerialises, as do the slides. The text merges with images and a new multimedia environment. Even the relationship between the speaker and the listener is turned on its head: the audience becomes a community, connected with iPads and smartphones to the stage, ready to comment directly by posting instant blogs and directing the discussion with instant tweets. Using recent case histories, the seminar involves participants in a 45-minute show, outlining solutions to animate the audience.

14.00-15.00
Monumentale 1 Room

CONTENT MARKETING FOR DESTINATIONS: GENERATING CONTENT THROUGH EVENTS AND PARTICIPANTS' EXPERIENCE

Alessandro Fregni, *Digital sales & inbound marketing Yocrowd*

This session is intended to set out the key points in preparing a content marketing strategy to promote a conference destination through a storytelling process that places the hosted event and the experience of the participant, the co-author of the story, centre stage. The traditional storytelling approach has numerous limitations in terms of engagement and promotion of the destination. It is therefore necessary to rethink the role of real experience in order to bring authenticity and dynamism into creating and propagating content. By changing perspective and giving more value to those who visit the destination by attending events there strengthens the reputation of the destination itself (which thereby attracts events and participants), participation and emotional involvement during events can be created, and participants' experience transformed into an extraordinary promotional tool. As well as an innovative "story-doing" marketing strategy, the seminar will also provide an analysis of the available tools to implement it and the example of two well-documented case histories. Specifically, it will analyse how, through content marketing, destinations can maximise returns on investment (B2B marketing) and participants' satisfaction, by putting them centre stage and initiating a virtuous word-of-mouth process (B2C marketing).

15.00-16.00
Arco Room

ONLINE REPUTATION MANAGEMENT: TEN STRATEGIES TO EXCEED GUESTS' EXPECTATIONS THROUGH THE WOW EFFECT

Armando Travaglini, *Tourism web marketing consultant and trainer*

In the current tourism market, opportunities for hotels to create value and set themselves apart from their competitors depend on the quality of service perceived by their guests. Hotels must consider the opportunities and risks resulting from the expectations created during the booking phase: if promises are kept or even exceeded, offering the client a memorable experience, opinions will be positive and will help trigger positive word-of-mouth. It is therefore essential for hotels to pay attention to the moment when potential guests search for information online: it is the "moment zero of truth", one of the key aspects in the process relating to the creation of expectations. The seminar will explore the ten best strategies to generate the WOW effect: surprising the guest by offering something more than was promised during booking.



16.00-17.00
 Monumentale 1
 Room

**MOBILE FIRST STRATEGY:
 OPTIMISE YOUR EVENT FOR TABLETS AND SMARTPHONES**

Domenico Palladino, *Web marketing consultant*

Having ascertained the reasons why content needs to be optimised for mobile devices, this session will concentrate on the different ways to promote an event effectively and on the factors that contribute to determining, for example, the choice between having a mobile website and a responsive website. The seminar will look at when it is necessary to create an app, for which platforms (iOS, Android or both), what characteristics are useful to promoting the event and possible solutions to control development costs. Finally, it will talk about mobile engagement and how to use mobile platforms in synergy with social media to involve the target. The meeting is intended for event organisers, marketing managers, social media managers and PR managers.

16.30-17.30
 Arco Room

**CWT TRAVEL PRICE FORECAST 2015: NEXT YEAR'S PRICES
 AND SPENDING TRENDS FOR TRAVEL, MEETINGS AND EVENTS**

Organised by: **Carlson Wagonlit Travel**

Geraldine Valenti, *Senior Director CWT Solutions Group, EMEA*

For the first time in Italy, Carlson Wagonlit Travel presents the most recent edition of Travel Price Forecast 2015 and the new study on the Meetings & Events sector, two surveys conducted globally every year by its research centre in Paris (this year in partnership with the Global Business Travel Association) on trends in the costs of air travel, ground transport, hotels and events venues forecast for the next year internationally and in Italy. The data provides information on where and when it will be most favourable from a cost viewpoint to organise an event in 2015, which destinations will be chosen by the event managers of large international markets, and what will be the dominant spending trends. This seminar will draw on specific data for the meetings and events market and that relating to Italy.

17.00-18.00
 Monumentale 1
 Room

DEVELOPMENT OF THE CME SECTOR AND IMPROVED INTERACTION BETWEEN STAKEHOLDERS

Organised by: **Learning Center Federcongressi&eventi**

Mario Buscema, *Chairman, Federcongressi&eventi*

Susanna Priore, *Project coordinator "Provider ECM by Federcongressi&eventi"*

Achille Iachino, *Secretary, National Commission for Continuous Training*

From the outset, the CME Commission set precise objectives focusing on quality, efficiency, autonomy and independence in medical training. Recent changes have also been intended to improve the entire process. Much has been done both to boost the educational offer and the quality-control system of the parties responsible for allocating credits. The time has now come for a further jump in quality for the entire system. This can only be achieved through improved interaction and integration among the various players that contribute to the CME sector's development, both strategically and operationally. The CME Commission, providers, AIFA (Italian family association), industry associations, scientific societies, professional bodies and patient associations must all play their part, analysing the new scenarios, listening to real demands and tackling a variety of problems, in order to come up with innovative solutions and effective responses to improve the entire CME system and meet their common objective: to promote the health of the public. This seminar will look at the state of the sector and the management problems encountered by providers on a daily basis, which can often be easily resolved if analysed quickly by the entities involved.

EXHIBITORS EVENTS

15.30-17.30
 Volta Room

INVITATION TO LAC

Organised by: **Lugano MICE Convention Bureau**

Presentation of the new building for events in Lugano, 1,000 seats overlooking the Lake in the midst of art, music and design.



WEDNESDAY 12 NOVEMBRE

09.30

OPENING OF PAVILIONS

10.00-11.30

Scherma Room

COMMUNICATING IN CHINA AND RUSSIA BY USING LOCAL SEARCH ENGINES AND SOCIAL NETWORKS: THE CROSS-CULTURAL APPROACH

Emanuele Vitali, *Marketing Director East Media*

China and Russia are very important markets for Italy, with enormous opportunities and a potential that has yet to be fully exploited, both in the incoming tourism and events sectors. Computer users in China and Russia, who choose the internet to search for information and taking purchase and travel decisions, use, however, an independent digital ecosystem that differs from the one in the west. Since Google is not used, operators have to ensure they are indexed on local search engines; as users are not on western social networks, operators must be present on the local sites. Instant messaging platforms (such as our Whatsapp) are also different, and commercially more developed. Communication with these users, whose languages and cultures are very different from our own, must be developed on cross-cultural models to be effective. The seminar will look at some of the general trends in digital communication to develop business, and will then analyse the specific digital environments of China and Russia. It will set out a series of considerations on cross-cultural issues, with concrete examples of successful and less successful social campaigns.

10.00-11.00

Volta Room

COMPANY PROCUREMENT: THE PURCHASING PROCESSES AND CRITERIA FOR EVENTS SERVICES OF PROCUREMENT DEPARTMENTS

Organised by: **ADACI** (Italian Purchasing and Supply Management Association)

Cesare Zinanni, *Procurement consultant and vice-chairman, ADACI Toscana*

Massimo Acanfora, *Communication and Image Project Manager, ADACI*

In the current economic system, consisting of different business organisations and marked by close interaction between client, supplier and user of services for meetings, conventions and incentive travel, the improvement and management of purchases for events are focused on reducing expenditure and client satisfaction. The session will include a presentation as well as a discussion with the audience intended to identify critical issues, and provide practical examples and chosen solutions. The seminar will also discuss how to improve proposals and concepts, decision-making roles in complex organisations, how to identify and propose better solutions at the right price, and how to manage relationships.

10.00-11.00

Monumentale 1 Room

ASSOCIATION CONFERENCES:

THE IMPORTANCE OF INCENTIVES IN CHOOSING A DESTINATION (in English)

Florian Locatelli, *CEO European Society for Regional Anaesthesia & Pain Therapy (ESRA)*

Martina Querforth, *Project Manager ETA-Florence*

Moderator: **Enrico Zuffi**, *Director EZ Associates Geneva*

This session will focus on the different types of incentives that a destination can offer promoters and organisers of an association conference in order to bring an event to its region, and how these incentives can fit in to a destination's marketing strategy. During the discussion, the panellists will set out their main selection criteria when choosing a destination for an association conference, and the importance of incentives in the overall valuation. The session will also analyse a series of requests for proposals from various associations, highlighting the requirements and conditions that destinations must meet to acquire the conferences.

10.30-11.30

Arco Room

OPPORTUNITIES FOR EVENTS AND DESTINATIONS FAR FROM MILAN IN THE YEAR OF EXPO

Organised by: **Italia Convention**

Carla Solari, *Partner Italia Convention*

Barbara Scorza, *Director of business development Fonteverde Collection*

Stefania Mangano, *Expo project manager, Confindustria Brescia*

Moderator: **Marco Sorrentino**, *Partner and editorial director Italia Convention*

Is it possible to use Expo 2015 to benefit events taking place throughout Italy, and not just in the area around Milan? Is it possible to leverage the enormous amount of curiosity and visibility generated by Expo also for events that are being held hundreds of kilometres away, whether or not they provide for a visit to the Universal Exposition? The areas that can most be worked on to capitalise on Expo's positive impact are event content, communication and marketing. This seminar offers ideas, reports and suggestions to make the most of the largest event of the year, using its content, themes and values, and creating new ones in parallel. These are practical proposals that can be implemented immediately to take advantage of Expo 2015, a strong ally. The seminar is aimed at event organisers, institutions, DMCs and venue managers that want to "ride" Expo 2015 to create more interesting and competitive offers, and arouse the interest of potential Italian and international clients.



11.30-12.30
Volta Room

**EMAIL MARKETING FOR B2B:
HOW TO INCREASE MESSAGE RELEVANCE AND RESULTS**
Marco Massara, *Director Marketing MailUp*

It is common knowledge that mailing list addressees are more likely to act if the messages are constructed in a way that matches their needs and motivation. Indeed, creating highly relevant content seems to be B2B email marketing's biggest challenge. The objective is to engender more opportunities to create a relevant editorial plan: otherwise, your audience will become increasingly bored, and in the long term, inactive. The session will present proven tactics that everyone can use to make their B2B emails more relevant and boost their campaigns' performance.

11.30-12.30
Monumentale 1
Room

**EXPERIENCE DESIGN: HOW TO WIN MORE BUSINESS,
CREATE INVOLVING EVENTS AND ... LIVE A HAPPY LIFE**

Organised by: **SITE Italy**
Dario Cherubino, *Azimut Partner and Chairman of SITE Italy*

Planning events to ensure they are significant and memorable experiences is the real revolution that have been taking place in the meetings industry in the last few years: key to this is discovering their secrets. Understanding how the five senses (from sight to smell) influence our decisions and our perception, how we learn and remember, what strikes us and transforms an ordinary event into an extraordinary one are the fundamentals of experience design. Studies and discoveries in the fields of neuroscience, design, gamification and communication can help optimise the world of events, providing practical advice, apps, tools and ideas that can be implemented immediately (and often free of charge) to acquire more business for your destination and company, create truly memorable events... and live a happier life!

12.00-13.00
Scherma Room

**OPEN-MOUTHED, PRODUCING EMOTIONS,
REACHING OBJECTIVES, REWARDING EXPERTISE**

Keynote speech di **Alfredo Accatino**, *Creative Director & Partner, Filmmaster Events*

The speech will focus on emotions as a driver in the strategic and creative process, able to breathe life into small, large or huge events that will be absolutely unforgettable. It will help you discover how to use them more effectively and how to meet all your objectives, making the most of and rewarding all creative input. 25 years of experience, recounted with sincerity and a smile playing on the lips of a professional who has had time to think about it.

12.00-13.00
Arco Room

BITCOIN. THE VIRTUAL CURRENCY AS A NEW OPPORTUNITY IN ORGANISING EVENTS

Alex Kornfeind, *Lecturer and expert in web communication, ebusiness management, branding and personal reputation*

The seminar aims to provide an in-depth vision of the increasingly more strategic role played by the electronic currency, as well as explaining the changes induced by it in the main company processes such as marketing and customer management, providing an overview of new technologies for emerging scenarios in regional promotion and more. The session will focus on the adoption of the virtual currency in organising a conference or a company event as a way of bringing operators in the region together and a branding tool for the client, considering the Destination Coin, Congress Coin or Brand Coin. While we are still smarting from recent events that saw millions of dollars in real money disappear through the unscrupulous use of Bitcoin, at Rome's Termini station, we will be able to buy as well as sell the virtual currency, which is becoming increasingly popular in Italy.

13.30-14.30
Volta Room

**LEGO SERIOUS PLAY: BUILDING WITH HANDS TO STIMULATE PROBLEM
SOLVING AND FACILITATE COMPANY PROCESSES**

Giorgio Beltrami, *Lecturer, University of Milan Bicocca*

LEGO Serious Play was created in the 1990s in Denmark at LEGO as a corporate method to facilitate making and negotiating decisions aimed at problem solving, and was subsequently codified into a well-known methodology now used all over the world. The method has three standard applications: Real time identity for you, whose goal is to help participants better understand themselves and their colleagues in relation to their role and the organisation's values; Real time strategy for the team, which aims to free all the potential of a team working on a project's development, making the group much more aware of the quickest and most effective strategies to identify innovative present and future solutions; Real time strategy for the enterprise, intended to establish the most appropriate strategies to deal with the complex problems of a world affected by rapid and continuous change.

13.30-14.30
Arco Room

**SPORT AS A VALUE FOR THE REGION:
TECHNIQUES TO CREATE, COMMUNICATE AND FINANCE SPORTS EVENTS**

Giammarco D'Orazio, *Marketing consultant and founder of the Basketball Festival*

Luca Corsolini, *Lecturer and consultant in sports communication*

Antonio Rodà, *European programmes and funding expert*

Sports events are a growth driver for the destinations that host them. They can use sport to attract the public of fans, including and above all of niche sports, boosting the region's visibility and reputation, tourism flows in the off-season and economy. The seminar offers suggestions and ideas to destinations and agencies about how to enrich the calendar of events by creating new ones, using successful case histories and new ideas such as the Festival del Basket



and Beach Basket as examples. It will also provide advice on how to plan these events, communicate information on them, and gain access to European funding, which is becoming increasingly substantial in this area.

13.30-14.30
 Monumentale 1
 Room

GAMIFICATION AND STORYTELLING: NEW CREATIVE FORMATS FOR COMPANY EVENTS

Gianluca Fiscato, *Vice-chairman, Frogmarketing*

Events with elements of gamification and storytelling meet companies' need for new solutions to stimulate internal creativity and take a different approach to brainstorming sessions, meetings and conventions. Using games as an approach to company events helps create new communication models and visions, while storytelling is a useful for illustrating the company's values. The combination of these two elements during the event planning process, while it is held and in the final debriefing phase transforms it into a unique, high-impact moment in the life of the company. Gamification and storytelling are also "democratic" tools that can be used by all players in the company. The seminar is divided into three parts: a theoretical introduction to modern creative concepts, an explanation of an open source format based on gamification to initiate storytelling processes, including guidelines and some successful case histories, and a practical section that sets out useful elements for planning, organising and managing gamification-based events.

14.30-16.00
 Scherma Room

CORPORATE PANEL DISCUSSION: THE NEW CHALLENGES OF BRAND INVOLVEMENT IN EVENT EXPERIENCE, DIGITAL INNOVATION AND SOCIAL MEDIA

Organised by: **Comunicazione Italiana**

Giuseppe Coccon, *Communications and Institutional Relations Manager, Poste Italiane*

Renato Vichi, *Head of Media Relations, UnicreditBanca*

Lucio Vesentini, *Digital Marketing & Community Director - Motorcycle Division Pirelli*

Giuseppe Basso, *Ceo Cinecittà*

Gennario Iasevoli, *Professor of economics, company management and marketing,*

Director of the Master's in "Marketing and Event organisation" at the University of Rome Lumsa

Marco Ruffa, *Communication & Multimedia Director Patrizia Pepe*

Alessandro Papini, *Managing Director Leftloft*

Moderator: **Renato Geremicca**, *Founder & Art Director, Laboratorio Creativo GereBros*

The brand increasingly constitutes the main asset for companies aiming to be more competitive in the current national and international environment, but it faces increasingly tougher challenges. "Involvement" of the target, users and customers is now key to innovation in the one-to-one relationship between the brand and its public in the new media mix, where events, the web and mobile technology play a central role. The main players in Italy's corporate communication sector will discuss these issues through the presentation of case histories, highlighting the role and future of events in branding strategies.

14.30-15.30
 Volta Room

PUBLIC SPEAKING: THE ART OF SPEAKING IN PUBLIC, THE ART OF PRESENCE

Roberta Pinzauti, *Managing Director Te.D.-Teatro d'Impresa*

Knowing how to present yourself, speaking to an audience with confidence and setting out your ideas clearly are skills that everyone needs in today's working world. Some roles in companies require the ability to speak in public more than others: trainers, coaches and anyone who works in training and development, as well as managers, HR officers, salespeople and agents, those who work as part of a team and those who manage groups. The seminar is intended to reveal the added value of an experiential methodology, with the use of theatrical techniques, exercises and tools, such as the Blank Mask, in public training courses. Some participants will be involved interactively in demonstrations.

15.00-16.00
 Arco Room

HOW TO CREATE AN EVENT "POSSIBLY" FOR EVERYONE

Gabriele Gamberi, *ASPHI non-profit foundation*

Those who plan events probably already have experience of situations in which visitors or delegates with disabilities are due to participate, requiring solutions to be provided for their special needs. As we well know, taking action in an emergency is often more expensive and less effective than acting in advance. It is therefore becoming increasingly necessary to predict all possible and reasonable variables that enable the event being planned to be classified as adhering to standards of better access and usability. Doing so also provides an opportunity to capture a potentially very large market (it is estimated that people with disabilities in Europe account for more than 10% of the entire population) that is often not well catered for. If we also add elderly people to the target, staging events that are accessible and user-friendly significantly widens the potential market still further. This seminar is intended to enable participants to acquire the information necessary to design and stage events accessible to everyone, with a particular focus on communication (website, leaflets, news), the choice of the venue (enhanced accessibility criteria, supports for speakers, video accessibility), and the training of support staff (hostesses, security personnel).

15.00-16.00
 Monumentale 1
 Room

PROFESSIONAL CERTIFICATION FOR COMPONENTS OF THE CONFERENCE VALUE CHAIN

Rodolfo Musco, *CMP, CMM and members of the Scientific Committee of MPI Italia*

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HOTELS AND WEB MARKETING: WHAT TO DO IN THE CURRENT MARKET ENVIRONMENT

Organised by: **Sicaniasc**

10.00-10.50

Seminar
Monumentale 2
Room

Cloud technology for hotel management: from marketing to online distribution

Giuseppe Pellegrini, *GP Dati*

The seminar will look at the benefits that advanced technological infrastructure can bring to the management of accommodation facilities offering a wide range of services. Specifically, it will explain why Cloud technology is a factor for competitiveness, and the importance of integration to ensure effective information management. Finally, it will look at structured information, shared by several departments and accessible in real time, as an indispensable basis for any marketing campaign, and to boost sales.

10.50-11.40

Panel discussion
Monumentale 2
Room

Disintermediation: from electronic distribution to meta searches.

Strategies to boost direct bookings for hotels

Tina Ingaldi, *GP Dati*

Gianluca Piras, *Expedia*

Vito D'Amico, *Sicaniasc*

Simone Puerto, *WIHP*

Moderator: **Armando Travaglini**, *DMT*

11.40-12.30

Seminar
Monumentale 2
Room

What revenue management is not. Methods, tools, results and case histories

Vito D'Amico, *Sicaniasc*

What revenue management is, and above all, what it is not. Exploding the myths to understand what other levers are available and how to use them to maximise sales. How to segment your clients and use rates as a way "to change gear". Methods and tools to improve your results.

12.30-13.20

Panel discussion
Monumentale 2
Room

Wifi and web marketing: the next step is geolocation.

Tangible opportunities and results, as well as risks you should know about

Vincenzo Ricciardi, *Koobi*

Diego Orzalesi, *Hootsuite*

Armando Travaglini, *DMT*

Luca Tarullo, *InLine*

Moderator: **Vito D'Amico**, *Sicaniasc*

14.30-15.20

Seminar
Monumentale 2
Room

A simple move to convert visitors into paying guests

Gianluca Laterza, *Tripadvisor*

The seminar will focus on three main, and functionally connected, concepts: reputation, visibility and ROI (return on investment). In this sense, ROI is nothing more than the fruit of visibility, which in turn, is the fruit of reputation. The central concept (from which everything derives) is therefore reputation, and the seminar will therefore seek to explain what this is. In doing so, we will finally be able to distinguish reputation from individual reviews and the ranking.

15.20-16.10

Seminar
Monumentale 2
Room

From data to strategy: the key is differentiation

Gianluca Piras, *Expedia*

Salvatore Lo Re, *Expedia*

How to optimise revenue and online distribution policies in light of the variety of customer segments targeted. Also given the change in the purchasing behaviour of the new online client, the seminar will analyse the main tourism indicators, tools and strategies to maximise a hotel's online revenue.

16.00-17.00

Panel discussion
Monumentale 2
Room

Product marketing: USP (Unique Selling Point) and target

Vito D'Amico, *Sicaniasc*

Gianluca Laterza, *Tripadvisor*

Gianluca Piras, *Expedia*

Moderator: **Simone Puerto**, *WIHP*

18.00

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