



KEYNOTE SPEAKER:

Nick Wrenn
Facebook Head of News
Partnerships, EMEA



October 30th, 2017
h 14:00 - 17:30

Collegio Borromeo, 'Sala degli Affreschi'
Piazza Collegio Borromeo 9, Pavia

14:00 Participant Registration

14:15 OPENING REMARKS

- **A. Zucchella**, Vice-Rector for Finance, University of Pavia
- **N. de Cardenas**, President Confindustria Pavia
- **S. Denicolai**, Head of MIBE University of Pavia

14:30 Part 1: BIG DATA OR BIG LIE? A CONVERSATION WITH DIGITAL GURUS

- **M. Morchio**, Managing Director Accenture Strategy, Italy Central Europe & Greece
- **F. Troiani**, CEO Business Integration Partners (BIP)
- **G. Lotito**, CEO FacilityLive

15:30 Coffe Break

15:40 Part 2: FAKE NEWS, REAL BUSINESS

*Rethinking interactions with customers and media in the digital era:
The Coca Cola case* | **V. Cino**, Head of Public Affairs - Coca Cola Europe

Facebook and Journalism: New (Business) Models for News
N. Wrenn, Head of News Partnerships - Facebook EMEA

16:45 Talk | Round Table | Q&A

17:30 CLOSING REMARKS & PRESENTATION OF 'BUREAU VAN DIJK' CHALLENGE
A. Majocchi, Dean 'Department of Economics and Management'

CHAIR: **Alessio Jacona**, Journalist and Expert in innovation and new media (Wired, L'Espresso)

SPECIAL GUEST: **Arianna Porcelli Safonov**

REGISTRATION ONLY EVENT register at: <https://mibeopening2017.eventbrite.it>