



ROME 19-20 NOV | STADIO OLIMPICO

PROGRAMME

goproject

 SOCIAL MEDIA SOCCER

 MOSAICO STUDIO



infront

Almaviva



 REGIONE LAZIO

ROMA



 SPORT E SALUTE

A large, circular stadium with tiered seating is visible in the background, rendered in a dark purple color. The text 'DAY 1' is prominently displayed in the center.

DAY 1

11/11

FOOTBALL STAGE

Mattina / Morning

- 9:30 Opening:**
Gianfilippo Valentini **Social Football Summit**
- 10:00 Globalization of Football: How football is expanding in new markets**
C. Tha **Samba Digital**, L. Bugter **433**, N. Pike **YouGov**
MODERA D. Dilmen
- 10:30 How fans will look like in the future. by Deloitte**
L. Capitanio **Deloitte**, A. Cabiati **Deloitte**
- 11:00 Physical health: safeguarding football players**
E. Adriani **Pol. Gemelli**, A. Ferretti **IMSS**
MODERA P. Luciani **IMSS**
- 11:40 Euro 2024 ESG STRATEGY**
M. Uva **UEFA**
- 12:00 Euro 2024 Euro 2024: esempio di azioni concrete**
M. Uva **UEFA**
MODERA R. Luna
- 12:30 #Stopiracy**
A. Amati **Almaviva**, G. Cutarelli **Guardia di Finanza**, R. Righetti **DAZN**,
M. Capitanio **Agcom**, L. De Siervo **Lega Serie A**.
MODERA G. Meloni **DAZN**
- 13:15 SFS Lunch Time**

Pomeriggio / Afternoon

- 14:20 Community development, local causes and interventions: Premier League**
E. Joussement **Premiere League**, M. Summers **Palace for Life Foundation**
- 14:50 SFS24 interview:** L. Marchetti interviews G. Gardini **Palermo FC**
- 15:20 Sustainability at 360 degree: what football is doing in the ESG spectrum including DEI and education.**
S. Batters **City Lioness Women Team**, J. Morris **City Football Leadership Institute**,
G. Pretner **ECA**, A. Sagarra **Real Betis**
MODERA C. Pace **EC**
- 16:00 A vision of marketing: Juventus**
S. De Angelis interviews M. Armstrong **Juventus**
- 16:30 SFS24 interview:** L. Marchetti e G. Di Marzio interview G. Manna **SSC Napoli**
- 17:00 SFS24 interview:** F. Buttara interviews Andrea Abodi
- 17:35 The evolution of football competitions: the never ending sport**
A. Butti **Lega Serie A**, G. Marchetti **UEFA**
MODERA M. Bertini **Sport Mediaset**

Mattina / Morning

GLOBAL STAGE

Pomeriggio / Afternoon

- 10:15 Nuovi scenari di distribuzione e monetizzazione dei contenuti live e VoD by OneFootball**
T. Bianchini **SSC Napoli**, N. Neri **Onefootball**
MODERA M. Brusa **La Gazzetta dello Sport**
- 10:50 Sport & Tecnologia: il digitale a servizio di una nuova Teleriabilitazione**
F. Molteni **Fondazione Villa Beretta**, A. Amati **Almaviva**, M. Fiori **INAIL**, A. Sabatini.
MODERA M. Caputi
- 11:30 SFS24 Keynote:** G.Mizzoni interviews L. De Siervo **Lega Serie A**
- 12:00 SFS24 interview:** C. De Marchis e P. Marinone interview V. Gori **Atletico de Madrid**
- 12:30 Panel Infront**
A. Giacomini **Infront**, **Udinese Calcio**, **Tottenham**.
MODERA M. Cannarsa
- 13:10 SFS Lunch Time**

- 14:25 The role of AI in Football:**
E. degli Innocenti **Kama**, V. Portale **Politecnico Milano**, P. Capitelli **Reply**,
G. Ceccarelli **Marimo**.
MODERA L. Pardo **Ontier**
- 15:05 SFS24 interview:** P. Marinone interviews O. Querol **Kings League**
- 15:35 Serie A on TikTok: Redefining the Language of Italian Football**
S. Di Mari **TikTok**, P. Tomagra **Lega Serie A**, L. Offside, D. Tarantello
- 16:10 More Women in Football**
Z. Johnson **Brighton**, B. Faisal **Banaat FC**, M. Brennan **INDIVISA**,
E. Goldoni **S.S. Lazio**
MODERA O. Blackhurst **Footballco**
- 16:55 The Innovation Playbook: Atlético Lab by Atlético Madrid's Transformation of Fan Experiences by WSC Sports**
A. Ugarrío **Atletico Madrid**, B. Mirvis **WSC Sports**
MODERA C. De Marchis **A guy with a scarf**
- 17:30 Sustainability in the Premier League**
C. Goodwin **Chelsea FC**, T. Harris **Brighton**, K. Francis **EC**
MODERA C. Carlin **EC**

Mattina / Morning

Pomeriggio / Afternoon

TRAINING ROOM

12:00 **Bilancio Sociale LND**13:10 **SFS Lunch Time**15:00 **EXTRA TIME ALMAVIVA_PITCH COMPETITION**Vincenzo Filetti **Head of extra time startup competition**
Glauco Ciprari **Almaviva**EXECUTIVE
STAGE 110:00 **LEGA B - B FUTURE
(PRIVATE SESSION)**13:10 **SFS Lunch Time**14:15 **INTERNATIONAL BUSINESS CLUB MEETING
(PRIVATE SESSION)**EXECUTIVE
STAGE 211:30 **COMMISSIONE DIGITAL LEGA SERIE A
(PRIVATE SESSION)**13:10 **SFS Lunch Time**14:30 **COMMISSIONE MARKETING LEGA SERIE A
(PRIVATE SESSION)**

A large, semi-transparent image of a stadium's interior seating bowl is centered in the background. The stadium is filled with rows of seats, and the overall color palette is a gradient of dark purple and blue. The text 'DAY 2' is overlaid on this background.

DAY 2

20/11

FOOTBALL STAGE

Mattina / Morning

- 9:30 Injury Time: il peso degli infortuni**
F. Poli **AIC**, U. Calcagno **AIC**, D. Biondini **AIC**
- 10:00 Super League**
B. Reichart **A22**
MODERA G. Vaciago **Tuttosport**
- 10:30 Reaching and engaging the next generation of sports fans**
R. Monzani **Inter**, R. Joyce **Man United**
MODERA K. Levy **NJF Sports and Media**
- 11:00 SFS24 interview:** G.Cenni interviews J. Tebas **LaLiga**
- 11:50 Strategies for securing and maximizing sponsorship deals**
M. Ciccicarese **Lega Serie A**, G. Maffei **Enilive**, G. Cohen **Iliad**, **Ambassador**,
N. Ragosta **Fantacalcio**
MODERA M. Bellinazzo
- 12:30 SFS24 interview:** G.Cenni interviews L. Petersen **AFA**
- 13:15 SFS Lunch Time**

Pomeriggio / Afternoon

- 14:30 Venue Vision: the future of sports facilities**
P. Monguzzi **Juventus**, S. Prandelli **Populous**, L. Montebugnoli **VivaTicket**, J. Penas **Barcelona FC**
- 15:10 Creator contamination in the sport rights and entertainment landscape**
A. Nespoli, N. Frega **DAZN**, F. Medeiro **Caze TV**
MODERA A. Rizzi **YouTube**
- 15:45 Eventi sportivi: impatto e riflessi sull'industria del turismo**
A. Onorato **Roma Capitale**, G. Caramanna **Min Turismo**,
M. Mezzaroma **Sport e Salute**, E. Palazzo **Regione Lazio**. Modera F. Buttara **Dowell**
- 16:25 Champions League: un racconto integrato. Campo, studio e social**
F. Zancan **Sky Sport**, G. Marocchi **Sky Sport**, F. Masolin **Sky Sport**
MODERA M. Giunta **Sky Sport**
- 17:00 SFS24 interview: Viva el futbol**
- 17:30 SFS24 interview:** F. Ghisolfi and L. Vitali **As Roma**
- 18:00 Closing**

Mattina / Morning

GLOBAL STAGE

Pomeriggio / Afternoon

9:40 **Festival della Serie A**

C. Ranieri
MODERA L. Dallari **Lega Serie A**

10:20 **SFS24 Interview:** M. Suwarso **Como 1907**11:00 **The Future of Football: Growth and Development of Youth Academies**

P. Yaghoubinia **ECA**, F. Cherubini.
MODERA A. Sartori **Football Benchmark**

11:30 **FIGC**13:10 **SFS Lunch Time**14:20 **Master of Communication**

I. Taylor **West Ham United**, F. Tourdre **OM**, N. Speakman **Man United**
MODERA R. Nasuti **WSA**

15:00 **Diritto dei giocatori ed interessi dei club: gli effetti della sentenza Diarra**

R. Chieppa, C. Rombolà **Studio Rombolà**, C. Romanelli **P&P Sport Management**.
MODERA M. Presello

15:35 **Micro segmentation and target profiling: advanced marketing strategies by Adobe**

A. Grigoriadis **Eurobet**, A. Becerra **FFM**, M. di Dio Roccazzella **Jakala**
MODERA A. Peron **Adobe**

16:15 **Changing World of Football Transfers - Data Intervention**

C. Ergun, N. Innocentin, S. Vanheren **Györ**
MODERA T. Batgun **Comparisonator**

17:30 **Female Leadership in the sport industry by Fortune Italia**

S. Salis **CONI**, R. Baresi **DAZN**, M. Bertolini

Mattina / Morning

Pomeriggio / Afternoon

TRAINING ROOM

10:30 **COMMISSIONE CSR LEGA SERIE A
(PRIVATE SESSION)**

13:10 **SFS Lunch Time**

14:15 **La formazione vincente**
M. Suglia **IFDA**, V. Candela, G. Stendardo, M. Mazzù **LUISS**, L. Cisotta **Italiacamp**
MODERA L. Cisotta **Italiacamp**

15:00 **Lo Sport, Luogo di Valori e di Benessere**
F. R. Lenzi **Università degli studi di Roma "Foro Italico"**,
L. Gigliuto **Istituto Piepoli**, F. Serra **PHIC**
MODERA F. Pagliara **FONDAZIONE SPORTCITY**

15:45 **La Governance della Sostenibilità**
G. Tambone, G. Esposito, L. Ghiraldini **Nativa**, V. Vermiglio
MODERA M. Esposito **CMA**

EXECUTIVE
STAGE 2

10:30 **LEGA PRO (PRIVATE SESSION)**

13:10 **SFS Lunch Time**

14:30 **IAFA (PRIVATE SESSION)**