

*empowering*  
**WOMEN**  
**WORLDWIDE**

**23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> NOVEMBER 2023**

**FICO Eataly World | Bologna & ONLINE**

**MAIN SPONSOR**





# WomenX Impact breaks the rules also in 2023!

*A community that spreads stories of success, creativity and tenacity, creating positive opportunities and experiences for women and men.  
A constantly growing network of professionals that generates innovation*

**WomenX Impact** aims to increase the number of women in leadership positions. It wants to be a concrete point of reference in the world of female empowerment, an example of an alliance between women and a meeting point that also includes men. Today **WomenX Impact** is a community of over 20,000 women that constantly feeds on both physical and digital networking events and opportunities,

including local meetups, continuing education, **mentoring** paths, job placement, career coaching, an annual **membership** and much more.

In this way, today, our international community contributes to creating opportunities during the year among women leaders, carrying out entrepreneurial projects, developing ideas and constantly training.



On 23, 24 and 25 of November 2023, more than **160 speakers from all over the world** will alternate in four rooms at the same time in the prestigious location of FICO Eataly World and ONLINE, to give life to a unique event of its kind, entirely dedicated to female leadership, all empowerment and the future of work!

An exceptional line-up of speakers with experience in large companies and international realities who will talk about their successful strategies and case studies.

And more: in addition to the keynote speeches, there are also discussion panels on environment, creativity, social media, digital work and many other current topics, practical workshops on marketing, personal growth, career and entrepreneurship.

There will also be numerous networking opportunities to provide growth ideas for today's and tomorrow's women leaders!

(\*25 of november - Only online)







# Breaking the rules, to celebrate ordinary women, they do extraordinary things.

Spreading stories of success, creativity and tenacity in creating positive opportunities and experiences, even in difficult times like the present one.

The summit was created to discuss and disseminate national and international testimonies that are inspirational, but also formative, for all those who wish to look beyond borders, change the status quo, reinvent themselves or create something new.



# Space for all those that have distinguished themselves and made a difference in their sector.

Entrepreneurs, Managers, CEOs, Influencers  
and Freelancer

## **Successful Case Studies shared by women for women.**

Testimonials and discussion tables that lead to  
reflect, to generate positive sharing as well as  
to discover unique contents, created by  
unique women.





# A full immersion of updating and training.

Women from all over the world together in one event.

The first step on the way to building a new idea of leadership.  
A unique journey into the worlds of entrepreneurship, innovation,  
digital transformation, sustainability, communication, all in a  
female key.





# The event & the community in numbers



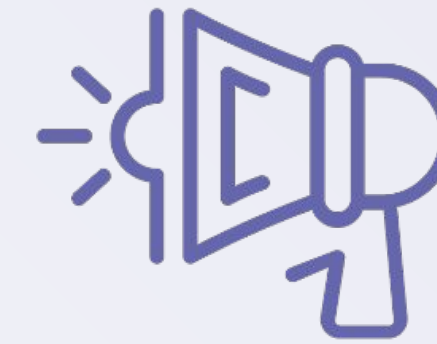
**+2500**

Participants from  
across Italy



**+15k**

Subscribers to our  
newsletter



**+250**

Ambassador  
& Community Leader



**+90**

Partner  
& Sponsor



**+50**

WomenX  
Talks



**+300**

Subscribers to our  
Membership



**+70**

New mentoring  
matches



**+50**

Women Changemakers  
podcast episodes



**+30**

Meetup around  
the world



# The event in numbers

## Our Community

**+26k**

Follower on



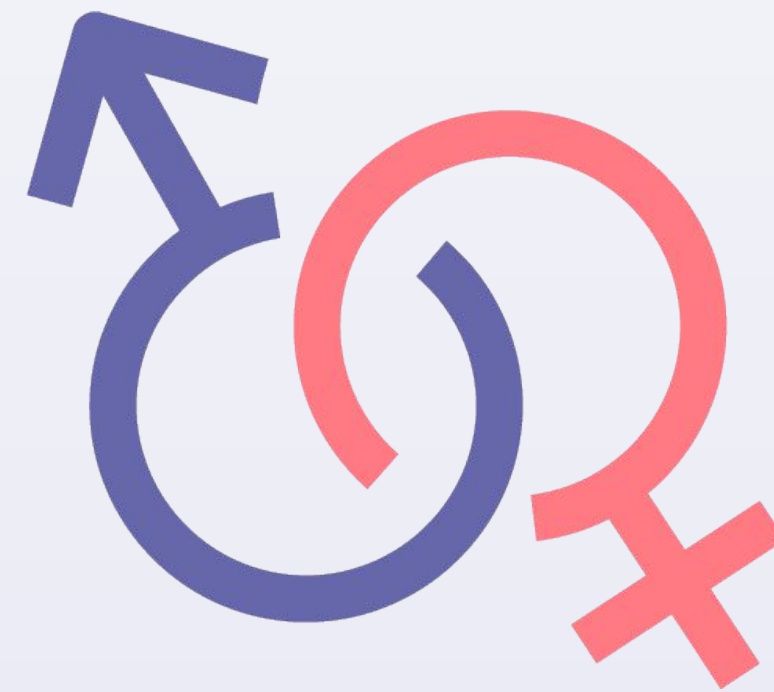
+9.600

+2.000

+14.900

**15%**

Men



**85%**

Women

Age

**20**



**50**



# The event in numbers

## Our Community

### - Work environment -



**35,2%**

Human resources



**24,3%**

Marketing and  
Communication



**18,8%**

Management



**11,2%**

Entrepreneurship



**10,6%**

Other

### - SENIORITY -

**32,7%**

C-Level

**26,4**

Senior  
Managers

**20,3%**

Middle  
Managers

**10,8%**

Entry  
level

**8,8%**

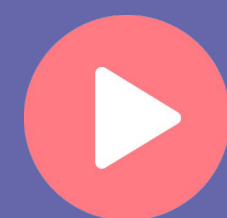
Student  
Intern



# WomenX Impact summit, the most anticipated international event of the year dedicated to female leadership!

A unique journey into the worlds of **entrepreneurship, leadership, career, digital and sustainable innovation, and much more.**

A great opportunity to listen to great minds and share innovative ideas, a meeting to be able to broaden knowledge and support professional growth. The first step on the path to building a new leadership.



**Watch the video of WXI 2022**





Discover some  
of the **Speakers**  
of the past  
events





# WomenX Impact participating speakers

## Speaker



Parma

**Kristen  
Anderson**

Membro del Consiglio  
@ European Women  
on Boards | ex Chief  
Diversity and Inclusion  
Officer



Milano

**Annalisa  
Areni**

Regional  
Manager Sud



Londra

**Patrizia  
Bertini**

Associate Director  
of Design



Milano

**Ilaria  
Contrastini**

Direct to  
Consumer Senior  
Manager



Madrid

**Giovanna  
D'Esposito**

General Manager  
Southern Europe



Milano

**Francesca  
Fraulini**

People &  
Performance Lead





# WomenX Impact participating speakers

## Speaker



Milano

**Carla  
Leveratto**

Head of Creative  
Works



Milano

**Paola  
Maffezzoni**

Head of Marketing  
& Communications



Milano

**Valeria  
Mennella**

Chief Marketing  
Officer



Parigi

**Alessandra  
Montrasio**

Global Marketing  
Communication  
Manager



Milano

**Gianpaolo  
Barozzi**

Sr Director HR



Milano

**Nelly  
Bonfiglio**

Managing Director  
Italia





# WomenX Impact participating speakers

## Speaker



Milano

**Tonia  
Calvio**

Regional  
Marketing  
Director



Milano

**Gaia  
Passerini**

Head of Social Media



Londra

**Alessandra  
Mariani**

Brand Strategy Lead,  
Southern Europe & Co-Lead  
of Women



Dublino

**Claudia  
Mariani**

Operations  
Director



San Francisco

**Federica  
Cascia**

Head of Brand  
Strategy



Sidney

**Chiara  
Longhi**

APJ Digital Innovation  
Enterprise Lead





# WomenX Impact participating speakers

## Speaker



Milano

**Erika  
Fattori**

Group Brand  
Strategy Director and  
Brand &  
Communication  
Director for the  
Italian Market



Londra

**Cristina  
Macina**

Corporate  
Communications  
Director



Bergamo

**Amandine  
Dubillon**

Senior Presales  
Manager,  
Global Accounts



Cremona

**Alessandra  
Fidanzi**

Head of Digital  
Factory & Center of  
Excellence



Milano

**Miriam  
Frigerio**

Head of Brand &  
Communication



Milano

**Ludovica  
Gobbi**

Head of Economic &  
Financial Markets  
Research





# WomenX Impact participating speakers

## Speaker



Milano

**Irene  
Montone**

Media & Creative  
Business Lead



Milano

**Daniela  
Cerrato**

Brand Manager Mass  
Market



Milano

**Vittorio  
Martinelli**

Managing Director & MSD  
Division Manager



Polonia

**Weronika  
Jankowska**

New Ventures  
Senior Manager



Milano

**Olga  
Farreras**

Enterprise Relationship  
Manager e Women



Londra

**Eleanor  
Cavanagh-  
Lomas**

VP for People &  
Communities





# WomenX Impact participating speakers

## Speaker



Londra

**Giulia  
Marzetti**

European  
Commission



Milano

**Pino  
Mercuri**

HR Director



Torino

**Marta  
Nappo**

Asia Marketing  
& Communication  
Director



Milano

**Alice  
Farella-Monti**

Communication,  
PR & Event  
Manager



Milano

**Fiorella  
Passoni**

CEO, General Manager





# WomenX Impact participating speakers

*Speaker*



Milano

**Annalisa  
Muccioli**

Chief Executive  
Officer  
@ EniProgetti



Milano

**Margot  
Olifson**

COO



Milano

**Valentina  
Pasotti**

Marketing & Digital  
Manager



Londra

**Mirta  
Rotondo**

VP of Brand &  
Experience Design



Milano

**Roberta  
Russo**

Cloud Business  
Manager Southern  
Europe





# WomenX Impact participating speakers

*Speaker*



*Belgio*

**Marcella  
Merli**

Country Manager @  
FCA BANK Belgium &  
FCA Capital Nederland



*Cuneo*

**Roberta  
Urgeghe**

Digital Leader



*Milano*

**Sarah  
Varetto**

EVP Communications,  
Inclusion & Bigger  
Picture



*Milano*

**Francesca  
Venturi**

Caposervizio  
Redazione  
Internazionale



*Londra*

**Alice  
Taylor**

HR &  
Communications  
Director





# Among the sponsors of WomenX Impact 2021 and 2022





# Confirmed sponsors of 2023 edition





# They talk about us

LA STAMPA

AGI > AGENZIA  
ITALIA

CORRIERE DELLA SERA

VANTY FAIR

Roba da  
DONNE

WOM

donne.it  
io Siamo.

iO  
DONNA

HUFFPOST

WIRED

ITALIAinforma  
QUOTIDIANO ON-LINE

INSIDE  
MARKETING  
PULL INFORMATION

DIGITAL  
COACH  
DIGITAL EDUCATION FROM USA

Il mensile di business più letto  
millionaire  
www.millionaire.it

yahoo!finanza



# They talk about us



HOME CORSI ▶ MASTER ▶ AZII

## WomenX Impact: intervista alla fondatrice Eleonora Rocca



SEZIONI CERCA

HUFFPOST



ABBONATI

ACCEDI

## Startup Competition di WomenX Impact in partnership con Eni: aperte le candidature

/ di HuffPost Italia



*C'è tempo fino al 15 ottobre per presentare idee innovative e ottenere i premi firmati Eni, Feedel Ventures e InnovUp*

30 Settembre 2022 alle 12:33

Segui i temi

donne

lavoro

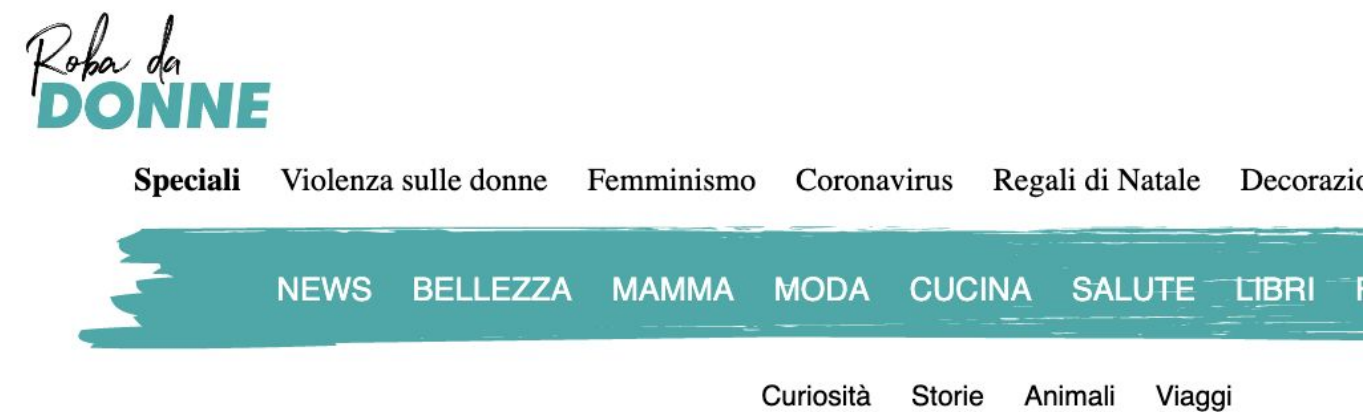


# They talk about us



## WomenX Impact: countdown per il principale evento italiano sull'empowerment, la leadership e l'imprenditoria femminile

- di: Barbara Leone 11/11/2022



Home > News

## "Le donne che supportano le donne cambiano il mondo": intervista a Eleonora Rocca, WomenX Impact

A cura di Natascia Alibani - Aggiornato il 14 Ottobre 2022



*Intervista a Eleonora Rocca, ideatrice di WomenX Impact, uno dei più importanti eventi italiani dedicati all'imprenditoria al femminile.*



**CORRIERE DELLA SERA** / BLOG



## Eleonora ed i programmi per ridurre il gender gap

22 APRILE 2022 | di Rita Maria Stanca





# They talk about us

AGI

AGENZIA  
ITALIA

ultimo aggiornamento 4 min fa

SEARCH

14:51

Lutto nel mondo della cultura, è morto Alberto Asor Rosa

ESPANDI

EMBED

HOME > CRONACA

## WomenXImpact, stampa e cultura armi per ridurre il divario di genere

In uno degli ultimi incontri dell'evento dedicato l'empowerment femminile si è sottolineato come "il cambiamento della mentalità che è all'origine del divario di genere passa attraverso l'educazione e la stampa"

AGI

AGENZIA  
ITALIA

ultimo aggiornamento 1 min fa

SEARCH

09:35

L'effetto green nelle città penalizza i più deboli

ESPANDI

EMBED

HOME > CRONACA

## Tutto pronto per la seconda edizione di WomenX Impact

A Bologna, ospite di FICO, torna l'evento internazionale dedicato alla leadership al femminile. Tre giorni di incontri, dibattiti, riflessioni per approfondire e combattere il tema sempre più urgente del divario di genere

eni.com

Contatti | Documentazione | Prodotti e Servizi | IT

Vuoi saperne di più? Fai una domanda

INDIETRO

Media / Eventi

WomenX Impact 2022

Dal 17 al 19 novembre Eni è stata Main Partner dell'evento internazionale dedicato all'empowerment e all'imprenditoria femminile.



# Join the event as a group!

Do you have partners, colleagues, customers or suppliers interested in participating with you?

Buy tickets at stock prices ... and save up to 25%

Contact us at [info@horizone.group](mailto:info@horizone.group) for more information!





# Become Media Partner

Journalists, bloggers, influencers, content creators or social and digital communities.

Being a partner of the event guarantees visibility to your brand thanks to the production of content developed together.

We will create a shared business model consisting of newsletters, interviews and digital content.

Partnership is an opportunity to bring unique stories to your audience.

## What is included in the Media Partnership?

- **2 free passes** to attend the event
- **From 3 to 5 posts** shared on our Social channels
- **Logo** in the media partner section of the site and the agenda of the event
- Access to the **media lounge room** for interviews
- **Fast track** check-in at the event
- **News and press releases** in preview
- **Direct contact** with the organizational team
- **Maximum support** in content programming



# Become Sponsor

WomenXImpact is the largest international event in Italy dedicated to female empowerment: participate in the change!

Being protagonists of **WomenX Impact** means presenting your successful product, brand, case study to an audience of over 20.000 people including freelancers, managers, successful entrepreneurs, company representatives, bloggers, influencers and content creators.

The days of the Summit are also a valuable opportunity for networking and discussion with the community of sponsors and partners who will be involved in the event in many ways.



# Main Sponsor



~~1 slot available~~ **SOLD OUT**

LIST PRICE

Experience WomenX Impact 2023 at its best, with a 20sqm stand, dedicated keynote speech, co-branding in the event materials, 5 hotel rooms, 50 accesses included, 10 VIP passes and much more!

**30.000,00€**

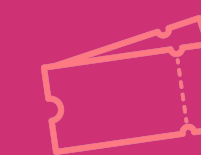
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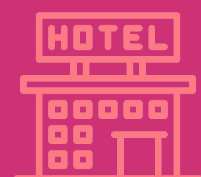
20 square meter stand with graphics and customized booth



20 min Keynote speech and 5 min Q&A session



20 pass VISITOR and 20 pass ONLINE



5 rooms DUS in 4\* Hotel



10 pass PREMIUM with VIP dinner included



Exclusive Co-Branded Event Products



5 newsletters  
5 blogs and social media posts  
Dedicated sponsorship announcement  
Inclusion in all newsletters  
Dedicated interview in the Media Room



30% discount COUPON for further tickets



Promotional material in the welcome bags of the event

\*possibility to add extra services: podcasts, talks, VIP Dinner...



# Diamond Sponsor

3 slot available

LIST PRICE\*

Your sponsorship with 12sqm stand, dedicated keynote speech, 25 accesses included, 5 VIP passes and much more!

**17.000,00€**

VAT excluded



12 square meter stand with graphics and customized booth



20 min Keynote speech and 5 min Q&A session



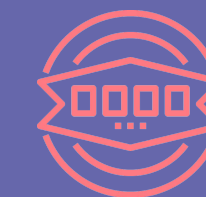
10 pass VISITOR and 10 pass ONLINE



3 newsletters (15k contacts database)  
5 blog posts  
5 social media posts (including 1 dedicated sponsorship announcement)  
Logo in all newsletters  
Dedicated interview in Media Room



5 pass PREMIUM with 2 networking lunches and 1 gala dinner included



Logo on the homepage in the Diamond section and in the promotional and physical materials of the event Exclusive merchandise



30% discount COUPON for further tickets



Promotional material in the welcome bags of the event

\*possibility to add extra services: podcasts, talks, VIP Dinner...



# Top Sponsor

4 slots available

LIST PRICE\*

The package with the best quality / price ratio, with 8sqm stand, dedicated keynote speech, 15 accesses, 3 VIP passes and much more!

9.000,00€

VAT excluded



8 square meter stand with graphics and customized booth



20 min Keynote speech and 5 min Q&A session



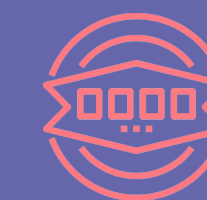
6 pass VISITOR and 6 pass ONLINE



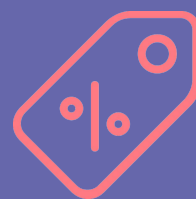
2 newsletters (15k contacts database)  
3 blog posts  
3 social media posts (including 1 dedicated sponsorship announcement)  
Logo in all newsletters  
Dedicated interview in Media Room



5 pass PREMIUM with 2 networking lunches and 1 gala dinner included



Logo on the homepage in the Top section and in the promotional and physical materials of the event



20% discount COUPON for further tickets



Promotional material in the welcome bags of the event

\*possibility to add extra services: podcasts, talks, VIP Dinner...



# Platinum Sponsor

3 slots available

LIST PRICE

The package with Panel included, 10 accesses and much more!

6.000,00€

VAT excluded



1 newsletter (15k contacts database)  
2 blog posts  
2 social media posts (including  
1 dedicated sponsorship  
announcement)  
Logo in all newsletters  
Dedicated interview in Media Room



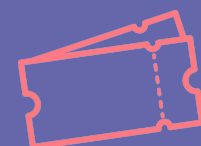
20 min Keynote speech  
and 5 min Q&A session  
or 40 min Panel and 5 min  
Q&A session



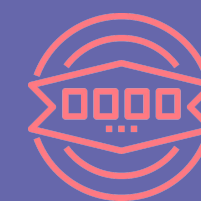
2 pass PREMIUM  
with 2 networking lunches and  
1 gala dinner included



20% discount COUPON for  
further tickets



4 pass VISITOR  
and 4 pass ONLINE



Logo on the homepage in the Platinum  
section and in the promotional and  
physical materials of the event



Promotional material in the welcome  
bags of the event

\*possibility to add extra services: podcasts, talks, VIP Dinner...



# Gold Sponsor

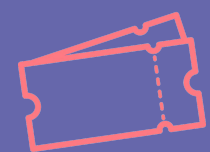
3 slots available

LIST PRICE\*

The package with 5 accesses included and much more!

**3.000,00€**

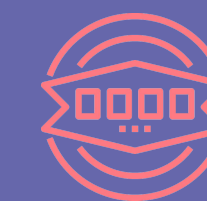
VAT excluded



2 pass VISITOR  
and 2 pass ONLINE



1 pass PREMIUM  
with 2 networking lunches and  
1 gala dinner included



Logo on the homepage in the Gold  
section and in the promotional and  
physical materials of the event



2 blog posts  
2 social media posts



15% discount COUPON for further  
tickets

\*possibility to add extra services: podcasts, talks, VIP Dinner...



# Startup Sponsor

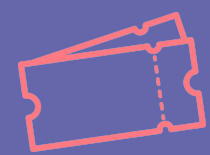
Available until sold-out!

LIST PRICE\*

The package with 4 accesses included and much more!

**1.500,00€**

VAT excluded



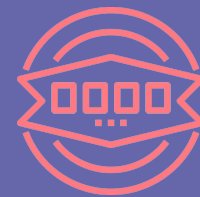
2 pass VISITOR  
and 2 pass ONLINE



15% discount COUPON for further  
tickets



1 blog post  
1 social media post



Logo on the homepage in the  
Startup section and in the  
promotional and physical materials  
of the event

\*possibility to add extra services: podcasts, talks, VIP Dinner...



# Extra optional

Available by request

LIST PRICE

Extra marketing and visibility activities for your brand

Quotation upon request

- ★ Women Changemakers podcast interview
- ★ Virtual booth on online platform during the Summit
- ★ Greeting on stage during the Gala Dinner
- ★ Sponsorship pre Gala Dinner aperitif
- ★ VIP Business Dinner Sponsorship



# WomenX Impact is not just an event, but a community

More than 10.000 women and men who work every day to promote female leadership and empowerment.





# Discover all our projects:

## **WomenXTalks**

100% digital events on innovative #CaseStudy that take place all year round!

## **MentoringX Impact**

A path of growth and annual comparison

## **Podcast**

Weekly interviews on industry trends, to never fall behind!

## **Startup Competition**

The only competition between female Start Up!

## **Membership WomenX**

Participation to a highly qualified industry community. A network of women and professionals from the C-Suite and beyond!

## **Newsletter**

A monthly update on the progresses and news of the community!





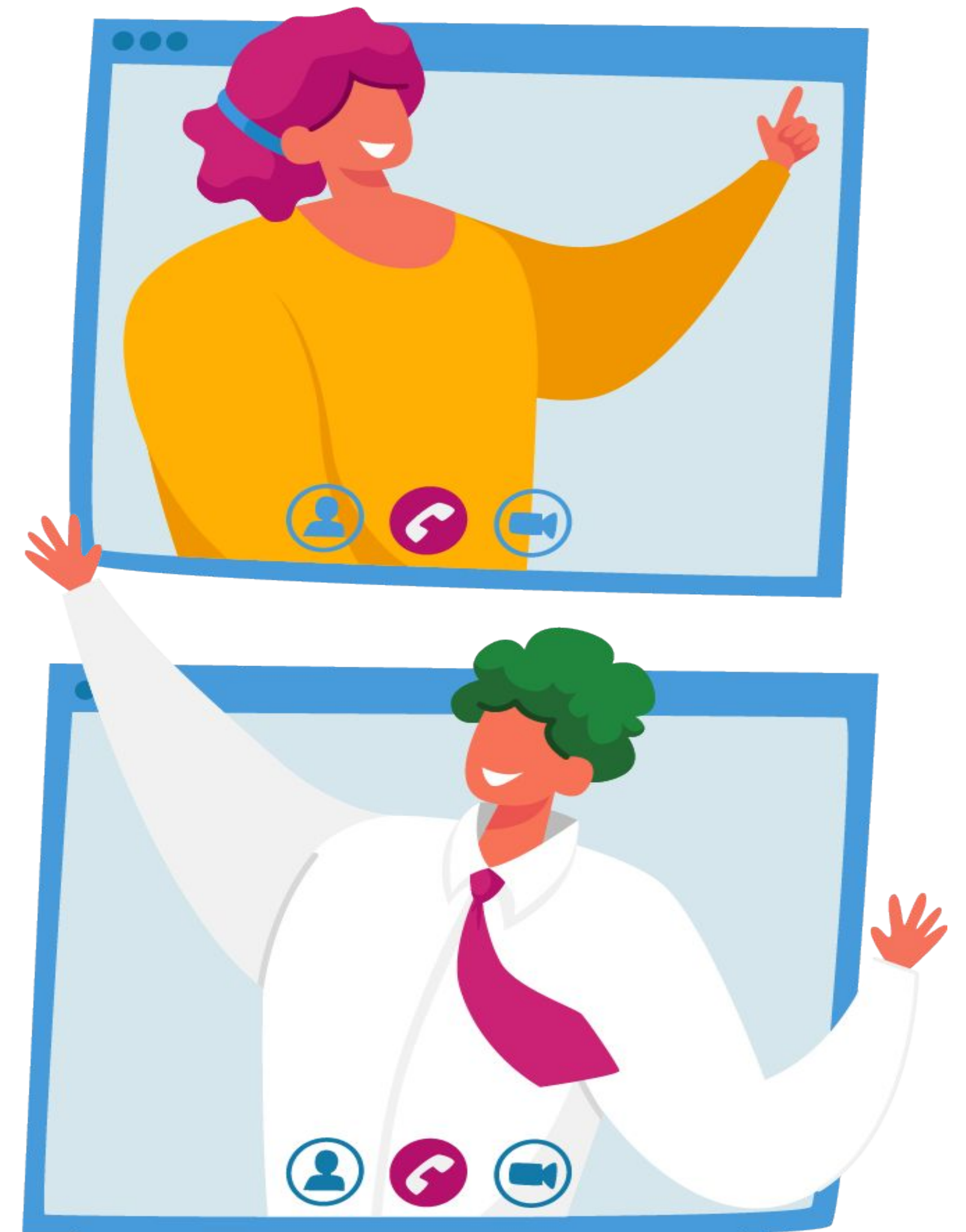
The **#WomenXTalks** were born with the aim of creating moments of reflection and exchange between industry leaders. A project created in collaboration with our **Community** which today boasts over **10.000 professionals and over 150 Ambassadors** on national and international territory.

### What are the #WomenXTalks?

The #WomenXTalks are 100% digital, free and engaging events, during which, on a monthly and / or biweekly basis, authoritative guests meet to discuss and confront each other on numerous latest generation topics:

- Digital Transformation,
- Exponential technologies,
- Sustainability, HR & Career,
- Female Entrepreneurship,
- Personal Development & Soft Skills and much more.

[Find out more on the website!](#)





# Why choose the #WomenXTalks?

- To make your company's products and initiatives known by fully exploiting the digital potential. All events are accompanied by Digital Marketing activities;
- To position yourself as a thought leader in the sector alongside high-level companies and professionals in an original, refined and never self-referential way on highly topical issues;
- To interact with a very active Community made up of over 10.000 professionals (CEO, Senior Manager, Entrepreneurs and Freelancers).

[More information on the website!](#)

**1 event**

**1.500€** VAT excluded

**2 events**

**1.300€** VAT excluded each  
for a total of

**2.600€** VAT excluded

**3 events**

**1.100€** VAT excluded each  
for a total of

**3.300€** VAT excluded

**4 events**

**1.000€** VAT excluded each  
for a total of

**4.000€** VAT excluded



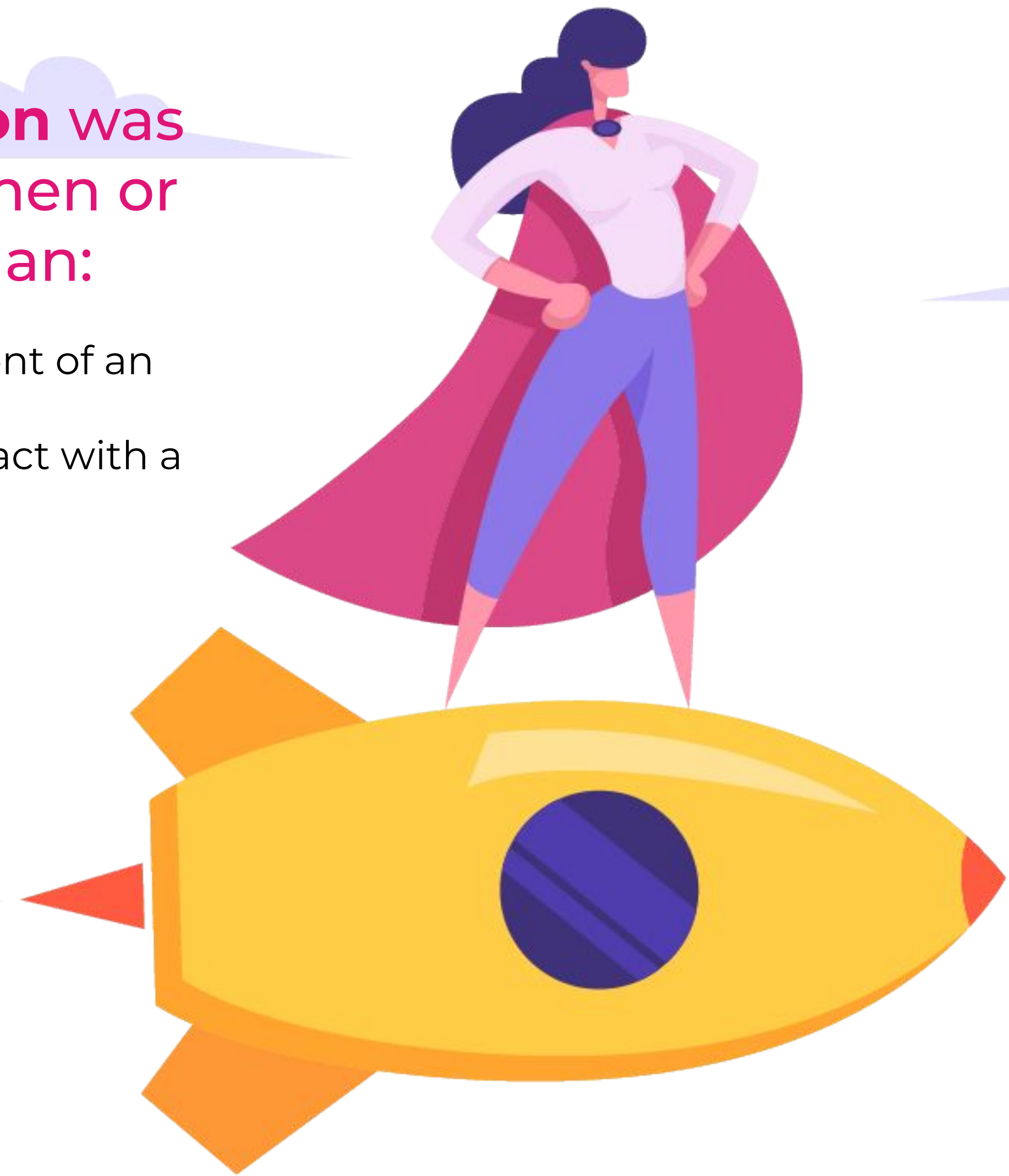
The **WomenX Impact Startup Competition** was created to allow Startups founded by women or on whose Board there is at least one woman:

- to live a unique experience of growth and comparison in front of an energetic and passionate audience
- to expand and consolidate its network by coming into contact with a prestigious jury.

**Are you a woman and have you founded your start-up on your own? Are you part of an all-female team of a company already established with a product / service on the market or one that will be in the next 6 months? Is there at least one woman on the Board of your company?**

Take part in the WomenX Impact Startup Competition: we are waiting for you!

**[Find out the details on the website!](#)**





**MentoringXImpact** is an opportunity to start a path of growth, a significant transition in your life, work or way of thinking through the **exchange of knowledge and experiences.**

This path is for you if:

- You feel that it is time to face a major change in the world of work
- You need support to turn your career around
- You are thinking of moving abroad to increase your job opportunities
- You just got a promotion and need some advice
- You want to start your own project and you don't know where to start

[Find out the details on the website!](#)





## The WomenX Impact membership

allows you to access a space, physical and digital, created to connect women with similar interests and ambitions and to guide them on a path of personal and professional growth. A female ecosystem of great value that includes a multitude of initiatives.





# What does the WomenX Impact membership include?

€69 / year

- Access to an international and selected network of professionals
- Access to the Mentoring and Career Coaching Program
- Masterclass on latest generation topics
- Local Meetups in presence in Italy and abroad
- Private discussion groups on a dedicated platform
- n. 15 hours of live Q&A with qualified Consultants and Coaches
- n. 2 newsletters per month with exclusive content dedicated to the topics of leadership and career development
- Webinars, workshops, podcasts and training opportunities both online and offline organized regularly throughout the year
- Access to the Job placement & Career Coaching service
- FREE participation in the November VIRTUAL WXI Summit
- The opportunity to participate in the WXI PHYSICAL Summit in November at a discounted price

Empowered  
Women  
Empower  
Women

[Find out the details on the Website](#)



***Don't be afraid.  
Be focused.  
Be determined.  
Be hopeful.  
Be empowered.***

***- Michelle Obama***





# THANK YOU!



## MORE INFO

**Eleonora Rocca**

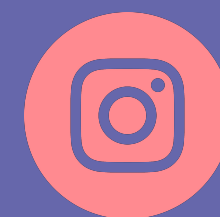
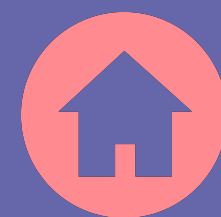
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