

**Women**  
IMPACT **X**

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

**17-19 Novembre 2022**

**#WOMENX2022**



# November 17<sup>th</sup> 2022

## ROOM 1

### 8:45- Welcoming & Opening Speech

**8:50<sup>am</sup>** **Eleonora Rocca** *Founder & Managing Director @ WomenX Impact | Co-Founder & CMO @ Horizone Group*

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### 8:50- Falling in love with the future and striving to build it to the best of our ability, every day. WomenX Impact, a case study of social innovation

**9:00<sup>am</sup>**

**Eleonora Rocca** *Founder & Managing Director @ WomenX Impact | Co-Founder & CMO @ Horizone Group*

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### 9:00- Face-to-face with Danila De Stefano INTERVIEW 1-2-1

**9:20<sup>am</sup>**

**Danila De Stefano** *CEO and Founder @ Unobravo*  
**Eleonora Rocca** *Founder & Managing Director @ WomenX Impact | Co-Founder & CMO @ Horizone Group*

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### 9:20- Illinearity of Life (that works)

**9:40<sup>am</sup>**

**Alice Farella-Monti** *Communication, PR & Event Manager @ Wella Company*

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### 9:40- Turning limits into starting points

**10:00<sup>am</sup>**

**Anna Fiscale** *Founder and President @ Quid Impresa Sociale*

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### 10:00- Mater Novissima. Supporting motherhood to support business

**10:20<sup>am</sup>**

**Erica Canaia** *Sales Director @ Fimic*

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### 10:20- Giving everyone a voice to make an impact

**10:40<sup>am</sup>**

**Francesca Mortari** *Southern Europe Director @ YouTube*

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### 10:40- Choose based on merit: the true meaning of equal opportunity

**11:00<sup>am</sup>**

**Pino Mercuri** *HR Director @ Agos*

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### 11:00- The Future of Work imagined with my daughter

**11:20<sup>am</sup>**

**Vittorio Martinelli** *Managing Director & MSD Division Manager @ Olympus*

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### 11:20- Skills and building a network: ingredients to a path of empowerment and growth

**11:40<sup>am</sup>**

**Annalisa Muccioli** *Chief Executive Officer @ EniProgetti*

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### 11:40- Working with Purpose: what is it and why does it matter?

**12:00<sup>pm</sup>**

**Alice Taylor** *Unilever Personal Care HR Director for Europe & ANZ*

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**12:00-12:20pm** **'Mind the gap...or the law? Is it the culture that creates the norm or is it the norm that drives the culture? A dilemma yet to be solved**

**Chiara Torino** *Lawyer - Partner @ Toffoletto De Luca Tamajo*

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**12:20-12:40pm** **Gender Pay Gap, regulatory aspects and jurisprudential implications**

**Stefania Raviele** *Employment and Labour Lawyer | Managing Associate @ De Luca & Partners*

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**12:40-13:00pm** **Women's emotional intelligence in the sales process**

**Ilaria Zampori** *General Manager Italy & Spain @ Quantcast*

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**1:00-2:20pm**  **Lunch break**

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**2:20-2:40pm** **Diversity is a Business Opportunity**

**Annamaria Scirè** *Head of Human Resources @ Moviri*

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**2:40-3:00pm** **Value exchange, human potential, and the achievement of true sustainability**

**Eros Peronato** *CEO & Head of Passion @ Amajor Società Benefit*

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**3:00-3:20pm** **Empathy as a super power in the hybrid world** 

**Eleanor Cavanagh-Lomas** *VP for People & Communities @ Cisco EMEA*

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**3:20-3:40pm** **Interculturality and change management**

**Sabrina Colantoni** *Group Brand Director @ Rehau*

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**3:40-4:00pm** **Approaching diversity through listening**

**Fiorella Passoni** *CEO @ Edelman Italy*

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**4:00-4:20pm** **Between reason and feeling: finance is (definitely) a world for women**

**Ludovica Gobbi** *Head of economic and financial markets research @ Banca Mediolanum*

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**4:20-4:40pm** **Fintech that believes in women: Case Study Opyn**

**Greta Antonini** *Chief Marketing & Communication Officer @ Opyn*

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**4:40-5:00pm** **If Penelope had a budget. Finance pills for independent women**

**Valentina Proietti Muzi** *Private Banker @ Fideuram*

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**5:00-5:20pm** **Think labels again: "In real life" on social and in the metaverse, when labels have the power to change the world**

**Federica Cascia** *Head of Brand Strategy @ Meta Reality Labs*

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# ROOM 2

**9:00- Is redesigning the concept of beauty possible?**

**9:20<sup>am</sup> The Quest for Beauty case study**

Sara Melotti *Photographer | Videomaker | writer*

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**9:20- WomenX Podcast 2022**

**9:40<sup>am</sup> Dina Nerino** *Head of communication @ Vois*

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**9:40- Empowering Women Through Hopeful Stories. Stories of hope and rebirth from two voices who have succeeded in transforming eating disorders into strength and courage for so many other women** **PANEL**

**Aurora Caporossi** *President & Founder @ Animenta | Forbes 100 Under30*

**Martina Domenicali** *Influencer & Content Creator Sport and Mental Health | 98K+ on Instagram @martinadomenicali*

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**10:00- Empowering: Voice of the verb power**

**10:20<sup>am</sup> Carola Salvato** *Chief Executive Officer @ Havas Life Italy*

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**10:20- In Pink We Trust**

**10:40<sup>am</sup> Valentina Pasotti** *Marketing & Digital Manager @ Benefit Cosmetics*

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**10:40- Women's Empowerment: be yourself and speak up!** 

**11:00<sup>am</sup> Telma Negreiros** *Vice President PR & Communications Europe @ Lynk & Co*

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**11:00- Proximity: the X Factor of the hybrid world**

**11:20<sup>am</sup> Gianpaolo Barozzi** *Sr Director HR @ Cisco*

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**11:20- The importance of opportunities and their impact on business scenarios**

**11:40<sup>am</sup> Roberta Urgeghe** *Digital Leader @ Michelin Italia*

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**11:40- How a completely off topic conversation relaunched my career**

**Marta Nappo** *Asia Marketing & Communication Director @ Iveco*

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**12:00- From employee in a multinational corporation to founder of a startup: a journey aboard a roller coaster**

**12:20<sup>pm</sup> Letizia Martelli** *Co-Founder @ OutlierZ*

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**12:20- Too Chinese for Italians or too Italian for Chinese. The story of an inclusive chef**

**Rosy Chin** *Owner @ Yokohama Sushi Restaurant | 224K+ on Instagram @TheQueenRosyChin | 150K+ on TikTok @thequeenofsushiyokohama*

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**12:40-  Lunch break**  
**2:20<sup>pm</sup>**

**2:20- 2:40pm Action changes things: building a more inclusive world, starting from the workplace!**

**Giuseppe Laregina** *Shareholder, Emeritus VP Sales & Trade Marketing, Happy Husband and Proud Father*

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**2:40- 3:00pm Scientific research in the service of corporate growth (and happiness)**

**Tiziana Barone** *Founder @ FeliciÀb | Analista semiotica*

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**3:00- 3:20pm Burnout and Ikigai: how to build a company from 0 to 500 people without losing your sanity!**

**Mirta Rotondo** *VP of Brand & Experience Design @ TrueLayer*

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**3:20- 3:40pm Being Changemakers for Sustainability**

**3:40pm Giulia Marzetti** *European Commission | EE 30Under 30 | Board Member | Goalkeeper'19 | McKinsey Next Generation Leader'21 | Former Researcher at Grameen Bank*

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**3:40- 4:00pm Empowering: It's never too early. An important comparison U.S. vs. Italy** 

**Laura Dryjanska** *Director of the M.S. in Positive Organizational Psychology @ Biola University*

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**4:00- 4:20pm If you don't know where you are going, go in the meantime! How I created the job of my dreams by "simply" following my path**

**Giulia Lapertosa** *Co-founder & Project Leader @ Carriere.it*

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**4:20- 4:40pm Sustainability starts with conscious consumption and a phenomenon of culture. The Case Study Tell Me About Waste.**

**Simona Riccio** *Agri-food & Organic Specialist | Social Media Marketing Manager @ Caat - Centro Agroalimentare Torino*

**Maria Chiara Gadda** *Deputy @ Italia Viva | Management engineer | First signatory of Law 166/16 Anti-Waste*

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**4:40- 5:00pm Gentle leadership**

**5:00pm Laura Venturini** *CEO & Founder @ Quindo | CEO & Co-founder @ Veterly*

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# WORKSHOP ARENA

## AULA BORA

**9:30- 11:00am In & Out: Create and Communicate the professional change you desire**

**Antonella Romanini** *Consultant, Marketing and Communication Trainer*

**Roberta Zantedeschi** *HR Business Writer, Business Coach & Trainer*

**11:00- Social CV: Build your CV 3.0 through Social Networks**

**12:00pm** **Fabiana Andreani** *Career Mentor & Senior Training Manager | 1  
45K+ on Instagram @fabianamanager | 230K+ on Tik Tok @fabianamanager*  
**Luigia Arnone** *Social Media Manager @ CVing*  
**Giulia Anny Petrossians Gharachedaghi** *Head Of Operation @ CVing*

**12:00- Plan your digital transformation: take the first step!**

**1:00pm** **Roberta Creazzo** *Social & Digital Coach | Founder @ Digital College*

**1:00- 2:30pm**  **Lunch break**

**2:30- Canva: turbocharge your Visual Storytelling**

**3:30pm** **Barbara Tulissi** *Senior Canva Designer*

**3:30- Positive Leader-She | Creating a positive impact is a girl's game!**

**5:30pm** **Alessandro Mazzi** *Co-founder @ ONOBLO*  
**Federica Tozzi** *Co-founder @ ONOBLO*

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# WORKSHOP ARENA

## AULA SCIROCCO

**10:00- Models of Leadership - Inner & Outer Game**

**12:00pm** **Sara Panza** *GM @ Grom Italia*

**12:00- 2:00pm**  **Lunch break**

**2:00- Sport'n'Play - How to break prejudice through successful digital campaigns**

**3:00pm** **Monica Boggioni** *Swimmer*  
**Federica Pecis** *Co-founder & Business Director of We Are F & We Are Female Athletes*

**3:00- Sustainability: how to build a strategy that translates ideas into action**

**4:00pm** **Chiara Caligara** *Founder & Managing Director @ Britetrend*

**4:00- Key to unlock your Brand Potential** 

**5:00pm** **Joné Gimbutyté** *Founder & Creative Director @ NuAvenue*

*End of the first day. We look forward to seeing you tomorrow with more incredible speeches, panels and workshops designed just for you!*

# November 18<sup>th</sup> 2022

## ROOM 1

**9:00-** The value of transgression

**9:20<sup>am</sup>** Tiziana Primori *President of CDA @ FICO Eataly World*

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**9:20-** Being female entrepreneurs in the company. A story of 'entrepreneurship'  
**9:40<sup>am</sup>** told through the genesis and development of EssilorLuxottica's Creative Hub

Milena Sgaramella *Head of Creative Hub @ Luxottica*

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**9:40-** Beauty and tech: a bias-free combination

**10:00<sup>am</sup>** Nelly Bonfiglio *Managing Director Italia @ Treatwell*

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**10:00-** From blogger to entrepreneur: the challenges faced in the 10 years that  
**10:20<sup>am</sup>** introduced gender equality to the tech world

Fjona Cakalli *Digital Entrepreneur, Content Creator and Host | 50K+ on Instagram @ fjonacakalli | 50K+ on Tik Tok @fjonacakalli*

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**10:20-** "Voice to Gamers": a commercial that turns into a social experiment and a  
**10:40<sup>am</sup>** story of inclusion

Cristina D'Anna *Creative Supervisor @ Wunderman Thompson*  
Gaia Passerini *Head of Social Media @ Wind Tre*

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**10:40-** Women's leadership as a value for the company: when women  
**11:00<sup>am</sup>** make a difference

Alessia Fanton *Head of Human Resources & Corporate Legal Counsel @ FiloBlu*

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**11:00-** #Sempre25novembre: to fight violence, a hashtag is not enough

**11:20<sup>am</sup>** Miriam Frigerio *Head of Brand & Communication @ Sorgenia*

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**11:20-** Becoming a Leader in Tech - The three most important lessons I received

**11:40<sup>am</sup>** Chiara Longhi *Digital Innovation Principal, APJ @ Amazon Web Services*

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**11:40-** #IAmWoman - La creatività a favore dell'empowerment

**12:00<sup>pm</sup>** Alessandra Mariani *Brand Strategy Lead, Southern Europe @ TikTok*

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**12:00-** Disegnare il futuro non è una questione di genere

**12:20<sup>pm</sup>** Natalia Orlandi *Product Manager & Process Analyst @ OT Consulting*

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**12:20-** Self Empowerment, practical advice

**12:40<sup>pm</sup>** Gabriella Vacca *CTO @Sky Italia | Group Director of Enterprise Technology @ Sky Europe*

**12:40- The Power of Creativity** **PANEL**

**1:15pm** **Camilla Clemente** *Founder & Owner @ A-MORE*

**Alessandra Mariani** *Brand Strategy Lead, Southern Europe @ TikTok*

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**1:15- 2:00pm**  **Lunch break**

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**2:00- Women in Innovation: how to turn data into knowledge**

**2:40pm** **Tonia Calvio** *Regional Marketing Director @ SAS*

**Margot Olifson** *COO @ eBay*

**Sara Panza** *GM @ Grom Italia*

**Letizia Cantini** *General Manager @ Svicom*

**Alessandra Fidanzi** *Head of Digital Factory & Center of Excellence @ Eni*

**Vittorio Martinelli** *Managing Director & MSD Division Manager @ Olympus*

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**2:40- We rise by lifting others**

**3:00pm** **Amandine Dubillon** *Senior Presales Manager, Global Accounts @ Cisco*

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**3:00- Discover the secret to changing your life (for the better) with technology!**

**3:20pm** **Roberta Russo** *Cloud Business Manager Southern Europe @ Hewlett Packard Enterprise*

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**3:20- NTF & Metaverse: has the cultural revolution really begun?** **PANEL**

**3:40pm** **Giulietta Minucci** *Lawyer Associate | Litigation | Digital, Tech & Commercial| Blockchain & NFT*

**Elena Moglia** *Co-Founder & CEO @ MyLime*

**Amelia Tomasicchio** *Co-founder e CEO @ The Cryptonomist*

**Sara Noggler** *CEO @ Polyhedra*

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**3:40- Careers and (more or less) straight lines**

**4:00pm** **Claudia Mariani** *Operations Director @ Meta (Facebook)*

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**4:00- Artificial Intelligence and Law: tips for programming gender equity impact**

**4:20pm** **Marilena Hyeraci** *Of Counsel @ Studio Legale Chiomenti*

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**4:20- AWS and female empowerment: bridging the gender gap in tech for a Culture of Innovation**

**4:40pm** **Lucia Cavaciuti** *Account Manager & Leader Affinity Group Women@AWS*

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**4:40- How to communicate the values of GenZ and young millennials in an authentic, spontaneous and creative way. The Wom Power Case Study**

**5:00pm** **Daniela Cerrato** *Marketing Director @ Mondadori Media*

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**5:00- Mentoring Programs: tips and tricks to support young leaders finding their way in challenging organisations**

**5:20pm** **Erika Fattori** *Group Brand Strategy Director and Brand & Communication Director for the Italian Market @ Nexi*

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**8:30- 11:00am**  **Gala Dinner**



# ROOM 2

## 9:40- Diversity & Inclusion in the World of Law

**10:00<sup>am</sup>** **Ilaria Iaquinta** *Editor-in-Chief, Iberian Lawyer & The Latin American Lawyer @ Legal Community*

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## 10:00- Creativity is a serious business

**10:20<sup>am</sup>** **Lucia Del Pasqua** *Creative, copywriter, style consultant, performer, creator | 29K+ on Instagram @luciadelpasqua*

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## 10:20- How to tell the story of a trip? Travel Storytelling Tips

**10:40<sup>am</sup>** **Gloria Aura Bortolini** *Travel Reporter @ RAI | Founder Edera Film Festival*

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## 10:40- Have the courage to live your hero's journey.

**11:00<sup>am</sup>** **From Brazil to Entrepreneurship in Italy.**  
**Capitù Cardoso** *IG Coach & Content strategist | 19K+ on Instagram @sonocapitu*

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## 11:00- Is the future of Influencer Marketing female?

**11:20<sup>am</sup>** **Clio Stecca** *Head Influence & Global Strategist @ EMF Media*

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## 11:20- Face to face with Valeria Vedovatti **INTERVIEW 1-2-1**

**11:40<sup>am</sup>** **Valeria Vedovatti** *1,3M+ on Instagram @valevedovatti*  
**Benedetta Balestri** *Influencer marketing | Talent management | Music business | Founder @ One Shot Agency*

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## 11:40- Face to face with Ale Hilton **INTERVIEW 1-2-1**

**12:00<sup>pm</sup>** **Ale Hilton** *Beauty advisor and influencer | 105K+ on Instagram @alehiltonxo*  
**Benedetta Balestri** *Influencer marketing | Talent management | Music business | Founder @ One Shot Agency*

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## 12:00- My voice and my 'strange path':

**12:20<sup>pm</sup>** **from psychotherapist to successful TikToker**  
**Ida Galati** *Fashion Teller e Tiktok Expert | +160K on Tik Tok @idagalati | +80K on Instagram @lestanzedellamoda*

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## 12:20 Gender diversity: cognitive and behavioral aspects

**12:40<sup>pm</sup>** **Claudia Cacia** *Trade Marketing Manager @ Caffè Borbone*

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**12:40-  
2:20<sup>pm</sup>**  **Lunch break**

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## 2:20- Generation Z & Work:

**3:00<sup>pm</sup>** **are Social becoming the new "career guidance"?** **PANEL**

**Sabrina Grazini** *Employment Consultant | Populizer | Trainer*  
**Luigia Arnone** *Social Media Manager @ CVing*  
**Giulia Anny Petrossians Gharachedaghi** *Head Of Operation @ CVing*

**3:00- Dreamability - Building one's identity by chasing one's dreams**

**3:20<sup>pm</sup>** **Benedetta De Cecco** *Project Manager | Events | Social Media*

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**3:20- Technology needs women and women need technology**

**3:40<sup>pm</sup>** **Nicoletta Iacobacci** *PhD, Expert, Research Ethics & Integrity Team, European Commission*

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**3:40- LinkedIn & Community – Connect to Opportunity**

**4:00<sup>pm</sup>** **Olga Farreras Casado** *Enterprise Relationship Manager e Women@LinkedIn Italian lead @ LinkedIn Italia*

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**4:00- LinkedIn - Speed date** **WORKSHOP**

**4:20<sup>pm</sup>** **Olga Farreras Casado** *Enterprise Relationship Manager e Women@LinkedIn Italian lead @ LinkedIn Italia*

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**4:20- Change: a life philosophy**

**4:40<sup>pm</sup>** **Rosaria Amelia Cuomo** *CEO @ Pasta Cuomo*

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**4:40- Women and the world of wine: where are we?**

**5:00<sup>pm</sup>** **Laura Donadoni** *Founder and President @ La Com Wine Agency | Founder @ The Italian Wine Girl*

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**8:30- 11:00<sup>pm</sup>**  **Gala Dinner**

# WORKSHOP ARENA

## AULA BORA

**10:00- Participatory Leadership: What is it and how to build it?**

**12:00<sup>pm</sup>** **Melissa Trojani** *Head of UX Design @ Luxottica*  
**Milena Sgaramella** *Head of Creative Hub @ Luxottica*

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**12:00- I am in charge & I am aware. How to plan your financial freedom with knowledge and awareness**

**1:00<sup>pm</sup>** **Emanuela Musci** *CFA, Founder @ S&O Multi Family Office*

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**1:00- 2:30<sup>pm</sup>**  **Lunch break**

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**2:30- Become AntiFragile: discover authentic qualities and turn them into opportunities!**

**4:30<sup>pm</sup>** **Daniela Chiru** *HR Innovator People& Culture @ Synergie Italia SpA | Master Trainer LEGO® Serious Play® Seriouswork Ltd. | Trainer & Assessor AntiFragile Leadership, IC Agile*

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**8:30- 11:00<sup>pm</sup>**  **Gala Dinner**

# WORKSHOP ARENA

## AULA SCIROCCO

**10:00- 11:00<sup>am</sup>** **How to survive the opening of your first e-commerce and be able to tell your story!**

**Margherita Bonetto** *Solutions Architect @ Amazon Web Services (AWS)*  
**Alessandra Mendola** *Solutions Architect @ Amazon Web Services (AWS)*

**11:00- 12:00<sup>pm</sup>** **Machine Learning: is it really for everyone?**

**Margherita Bonetto** *Solutions Architect @ Amazon Web Services (AWS)*  
**Alessandra Mendola** *Solutions Architect @ Amazon Web Services (AWS)*

**12:00- 1:00<sup>pm</sup>** **Emotional Intelligence for Leadership and Success**

**Chiara Longhi** *Digital Innovation Principal, APJ @ Amazon Web Services (AWS)*

**1:00- 2:00<sup>pm</sup>**  **Lunch break**

**2:00- 3:00<sup>pm</sup>** **Digital marketing for female entrepreneurs: practical tips for creating a successful brand strategy**

**Marco Onorato** *Co-founder @ Marketing Espresso*  
**Marta Vannelli** *Brand Strategist*  
**Alessandro Vajani** *Co-founder @ Marketing Espresso*

**3:00- 4:00<sup>pm</sup>** **How to create and monetise your community on Instagram**

**Arianna Cavina** *IG Coach | Digital Marketer e Content Creator | 134K+ on Instagram @cavinaarianna*

**4:00- 5:00<sup>pm</sup>** **What it means to be authoritative on the web: the power of link building**

**Tatiana Inserra** *Digital Content Manager | Link Building @ Quindo*

**8:30- 11:00<sup>pm</sup>**  **Gala Dinner**

*End of the second day. We look forward to seeing you tomorrow with more incredible speeches, panels and workshops designed just for you!*

# November 19<sup>th</sup> 2022

## ROOM 1

**9:40-10:00<sup>am</sup>** **Entrepreneurship in Enterprise: the growth project in the world of mobility by FCA Bank**

**Marcella Merli** *Country Manager @ FCA BANK Belgium & FCA Capital Nederland*

**10:00-10:20<sup>am</sup>** **Not enough: the Gender Gap in the world of information and media in Italy**  
**Simone Guzzardi** *Partner, Managing Director @ L45 - Corporate relations*

**10:20-10:40<sup>am</sup>** **Becoming a leadHER**  
**Tonia Cartolano** *Vice Editor-in-chief & Anchor @ Skytg24*

**10:40-11:00<sup>am</sup>** **The role of Communication and Advertising in Female Empowerment**  
**Cristina Macina** *Corporate Communications Director @ Nestle UK & Ireland*

**11:00-11:20<sup>am</sup>** **"It's the Press, baby!"**  
**How journalism tells the story of women and their professions.**  
**Ilaria Maria Dondi** *Journalist & managing editor @ Roba da Donne*

**11:20-11:40<sup>am</sup>** **Journalists of tomorrow, what we lack is stability?**  
**Chiara Piotta** *New Media Manager @ Torcha | Reporter TG24 @ Sky*

**11:40-12:00<sup>pm</sup>** **Gender equity: indispensable value but also leverage for business**  
**Sarah Varetto** *EVP Communications, Inclusion & Bigger Picture @ Sky Italia*

**12:00-12:20<sup>pm</sup>** **Standard Vs Unusual: all the alternative ways to achieve success**  
**Dajana Gioffré** *Chief Visionary Officer @ AccessiWay*

**12:20-1:00<sup>pm</sup>** **New Media VS Mass Media: What is the future of communication?** **PANEL**  
**Chiara Piotta** *New Media Manager @ Torcha | Reporter TG24 @ Sky*  
**Benedetta De Luca** *Gender and inclusion editor @ The Wom*  
**Francesca Venturi** *International Editor-in-Chief @ Agi*  
**Bianca Arrighini** *CEO & Co-Founder @ Factanza Media*  
**Livia Viganò** *COO & Co-Founder @ Factanza Media*

**1:00-2:00<sup>pm</sup>**  **Lunch break**

**2:00-2:20<sup>pm</sup>** **Building Your Empire: how to grow your business and revenue by maximizing your talent and without losing yourself**   
**Veronica Kirin** *Business Coach, Anthropologist @ Empire Builder Coaching | Forbes NEXT 1,000*

**2:20- 2:40pm** How did I find satisfaction in someone else's business, after creating my own? 🇬🇧

**Weronika Jankowska** *New Ventures Senior Manager @ PwC*

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**2:40- 3:00pm** Female entrepreneurship: where we are in Italy and what we need to get done

**Bianca Arrighini** *CEO & Co-Founder @ Factanza Media*

**Livia Viganò** *COO & Co-Founder @ Factanza Media*

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**3:00-** Incubate to accelerate innovation

**3:20pm** **Greta Colombo Dugoni** *PhD fellow @ Politecnico di Milano | Co-Founder & CEO @ Bi-rex*

**Monica Ferro** *Postdoctoral Researcher @ Politecnico di Milano | Co-Founder & CTO @ Bi-rex*

**Mattia Voltaggio** *Head of Joule – Eni School of Entrepreneurship & Head of Brand Communication @ Eni*

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**3:20-** FireSide Chat with Sara Compagni - Scary Posture **INTERVIEW 1-2-1**

**3:40pm** **Sara Compagni** *Body Coach | 154K+ on Instagram @sara.postura.da.paura*

**Eleonora Rocca** *Founder & Managing Director @ WomenX Impact I*

*Co-Founder & CMO @ Horizone Group*

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**3:40- 4:20pm**  **Pitch Session & Award Ceremony**

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**4:20-** Unlocking the Power of Community

**4:40pm** **Natalia Orlandi (& Ambassador Team)** *Community Leader & Ambassador Coordinator @ WomenX Impact*

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**4:40- 5:00pm** **Closing Remarks**

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# WORKSHOP ARENA

## AULA BORA

**9:30-** Women Will Inclusive Leadership - Why is gender equality good for everyone?

**10:15am** **Laura Nacci** *Education Manager @ She Tech*

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**10:15-** Boost your TikTok Strategy! (and never go back!)

**11:15am** **Francesca Sonzini** *Brand Strategist @ TikTok Italy*

**11:15- Women & Political Careers: Do not count the women, make the women count!**

**12:15<sup>pm</sup>** **Giorgia Mazzanti** *Trainer @ Road to 50%*  
**Federica Raiti** *Vice President @ Road to 50%*  
**Davide Rossi** *Co-Lead @ Road to 50%*  
**Daniela Sonija Schroeder** *Co-Lead @ Road to 50%*  
**Arianna Vignetti** *President @ Road to 50%*

**12:15-  
2:30<sup>pm</sup>**  **Lunch break**

**2:30- Diversity Design Thinking**

**4:00<sup>pm</sup>** **Carlo Tommaso Bisaccioni** *Founder & CEO @ Catobi*  
**Alessandra Martina Ceppi** *Marketing & People Manager @ Catobi*  
**Emanuel D'Orso** *Graphic Designer & UI Designer @ Catobi*  
**Rossella Papa** *SEO Copywriter @ Catobi*  
**Federica Pilò** *Content Coordinator @ Catobi*

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# WORKSHOP ARENA

## AULA SCIROCCO

**10:00- Women in coding: skills and community to design new paths**

**11:10<sup>am</sup>** **Sara Baroni** *Journalist*  
**Guido Mazza** *Co-Founder & Cloud Business Developer @ ITER IDEA*

**11:00- Community building vs. social management: a new perspective on the  
12:00<sup>pm</sup> importance of interaction**

**Marco Onorato** *Co-founder @ Marketing Espresso*  
**Marta Vannelli** *Brand Strategist*  
**Alessandro Vajani** *Co-founder @ Marketing Espresso*

**12:00- WomenX podcast2022 how to overcome the top 5 obstacles  
1:00<sup>pm</sup> and start producing and publishing your podcast**

**Francesco Tassi** *CEO @ Vois*

Thank  You

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