



PROGRAM SPORThACKTAG 2016

Media Sponsor



B2B Sponsors



Digital Partners



Betting Partners



PROGRAM 24TH OF MAY

TIME	SESSION	SPEAKERS
9.00 am	THE FUTURE OF DIGITAL SPORTS MARKETING	ADAM HOGG (ATP) ANNALISA DE LUCA (CONI) IAN STAFFORD (JOURNALIST) SERGIO ABATE (SPORTNETWORK)
10.00 am	DATA, ANALYTICS, CONTENT, DIGITAL, TECHNOLOGY, VENUES & FANS – A DISRUPTIVE CYCLE FOR SPORTS?	LUIS VICENTE (3Vs)
10.30 am	WHAT'S THIS VR THING?	MAURIZIO BARBIERI (SAMSUNG)
11.00 am	COFFEE BREAK	
11.30 am	TWITTER: YOUR LIVE CONNECTION TO SPORT	KIKE GUTIERREZ DE RAVE LEVY (TWITTER)
12.00 pm	FEDERICO PALOMBA (JUVENTUS FC)	
12.15 pm	MEET THE SERIE B SOCIAL FAN HOW TO LEVERAGE FAN STORIES TO BOOST COMMUNITY ENGAGEMENT	FEDERICO SMANIO (LEGA SERIE B)
12.30 pm	Q&A	
1.00 pm	LUNCH	
from 2.00 to 5.30 pm	ONE TO ONE APPOINTMENT BETWEEN CLUBS AND COMPANIES	

PROGRAM 25th of May

TIME	SESSION	SPEAKERS
9.30 am	FANS INFLUENCE HUB HOW TO GATHER AND HARNESS YOUR POTENTIAL	GIAMPAOLO CHIELLO (ADMINGLE)
9.45 am	TIM, DATA DRIVEN SPONSORSHIP	SIMONE DI SOMMA (INNAS)
10.00 am	WHAT ARE FANS LOOKING FOR ON SOCIAL MEDIA	LUCA LA MESA (WENGAGE)
10.30 am	WECHAT: HOW TO CRACK THE CHINESE OPPORTUNITY BY LEVERAGING THE LEADING SOCIAL MEDIA PLATFORM	ANDREA GHIZZONI (TENCENT)
11.00 am	COFFEE BREAK	
11.30 am	SOCIAL MEDIA LANDSCAPE IN SPORTS	DAVIDE FELTONI GURINI (DATALYTICS)
11.45 am	THE EVOLUTION OF SOCIAL VIDEO IN THE DIGITAL AGE	GARETH CAPON (GRABYO)
12.15 pm	DIGITAL PROJECT AWARDS	
1.00 pm	LUNCH	
from 2.00 to 5.30 pm	ONE TO ONE APPOINTMENT BETWEEN CLUBS AND COMPANIES	