

## Mega Trends 4 Financial Services

Mercoledì 21 Maggio 2014

**08:30 Breakfast & Registration**

**09:00 Conference Opening**

**09:05 KEYNOTE CONVERSATION**

Augmented Banking: Smarter Banking, Data, Devices & Content

Right now there's a lot of focus on Big Data, Customer Engagement and how to market or capture the attention of consumers through the digital ether, but in an environment deluged with data, information, content, apps and ads consumers are becoming overwhelmed!...

Brett King, CEO & Founder - Movenbank

**09:50 Talk Show - Brett King with CEOs on "The Future of Financial Services"**

Carlo Alberto Carnevale Maffè, Docente Strategie Aziendali - SDA Bocconi  
Domenico Siniscalco, Vice Chairman, Country Head of Italy - Morgan Stanley  
Damiano Castelli, Head of Retail - ING Bank Italia  
Roberto Ferrari, Direttore Generale - CheBanca!  
Giovanni Ravasio, Applications Country Leader - Oracle Italia  
Franco Ellena, Direttore Generale - UnipolSai \*  
Alessandro Santoliquido, Direttore Generale - Sara Assicurazioni  
Davide Passero, Amministratore Delegato e Direttore Generale - Genertel

**11:00 Coffee Break & Expo Hall Time**

**THINK TANK ON BANKING & INSURANCE INNOVATION**

**11:30 Parallel Sessions**

**ROOM A - SOCIAL & DIGITAL ENGAGING**

Carlo Alberto Carnevale Maffè, Docente Strategie Aziendali - SDA Bocconi  
Loredana Campanile, Key Account - MagNews  
Marco Marazia, Direttore Commerciale e Marketing - Widiba  
Nadia Nonis, Head of Customer Experience - Deutsche Bank  
Aldo Stradiotti, Italy SaaS Sales Executive - Oracle Italia  
Maria Elena Romanelli, Marketing Manager - Mcube

**ROOM B - DIGITAL SYSTEMS & MODELS**

Guido Romeo, Data and business editor - Wired Italy  
Riccardo Becagli, Responsabile Customer Development - Hello Bank  
Milo Gusmeroli, CIO - Banca Popolare di Sondrio

Claudio Tancini, Vice Presidente - Club TI

Camillo Periti, Responsabile Area BI, CRM, BigData - Cattolica Assicurazioni

**13:30 Refreshment Buffet**

**THINK TANK ON BANKING & INSURANCE CUSTOMER ENGAGEMENT**

**14:30 Parallel Sessions**

**ROOM A - DISTRIBUTION & PARTNERSHIP**

Daniele Lattuada, Coordinatore Scientifico dell'Innovation & Learning Center - LUISS Business School

Piero Massimo Andreoni, Direttore Generale - Avipop Assicurazioni & Vita

Pietro Bianchi, Direttore Business - Direct Line

Vincenzo Grimaldi, Direttore Operativo e Legale Rappresentante - Carrefour Banque

Massimo Sanson, Amministratore Delegato - Pitagora

**ROOM B - CRM & BIG DATA INTELLIGENCE**

Francesco Iarlori, Managing Director - BizDev

Alessandro Colafranceschi, SVP, Head of Global online e mobile banking - Unicredit

Luca Falco, CIO - Gruppo Banca Carige

Enrico Quercellini, Vice President Business Development - Teleperformance

Roland Raad, EVP, Direttore DM e Monetica - AXA MPS

Paolo Righetti, CEO e Co-Fondatore - GN Research

Fabrizio Moneta, Business Development Manager - Oracle Italia

**16:30 Q&A with Brett King**

Brett King, CEO & Founder - Movenbank

**17:15 End of the event**

\* in attesa di conferma