



The Executive Network

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By Industry



## Exploring the future

# for Banks and Insurance Companies

Milano 19 e 20 maggio

[#mt4financialservices](#)

a division of Fiera Milano Media

**business international**

The Executive Network

**AT A GLANCE**

**Data:** dal 19/05/15 al 20/05/15  
**Location:** Melià Milano  
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 Daniele Genovese  
 tel: 06.84.54.12.19

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**Mercoledì 20 Maggio 2015**

**08:30 Welcome Coffee & Registration**

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**09:00 Conference Opening**

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**09:05 F2F Interview**

**The Future of money, trade and finance**

Banking, money, finance, insurance are all terms that are familiar, but these are terms of the last century. They no longer apply in the 21st century. Terms being used by millennials are around ideas, value, exchange, sharing. As the digital age reshapes the whole structure of commerce and trade, what will the outcome look like? How will society and technology rethink money and finance? Will banks and traditional financial firms be relevant in this new world? Chris Skinner will provide a view of the next decade of change and how it will reshape the structure of financial services globally.

Chairman:  
[Carlo Alberto Carnevale Maffè](#) | Docente Strategie Aziendali | SDA Bocconi

[Roberto Ferrari](#) | Direttore Generale | CheBanca!  
[Chris Skinner](#) | Chair | Financial Services Club

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**09:50 CEOs Conversation**

**"The Digital Transformation of Banks and Insurance companies"**

The future of customer experience in financial services is upon us. We have entered an increasingly modern world where new forms of digital technology allow for a new banking and insurance experience and customers expect a more user-friendly, personalised approach as they receive across a number of other retail segments.

- How the consumers live an environment deluged with data, information, content, apps?
- What are the challenges this industry faces as it looks to the future?
- What tactics should be employed in order to operate as a bank in the 21st Century?
- How the start-up can help the banks?

Chairman:  
[Carlo Alberto Carnevale Maffè](#) | Docente Strategie Aziendali | SDA Bocconi

[Camillo Candia](#) | CEO | Zurich Italia  
[Béatrice Derouvroy](#) | Direttore Generale AXA-MPS and Board Member Bank | Monte Paschi di Siena  
[Don Koch](#) | Country CEO | ING Bank Italy  
[Davide Passero](#) | CEO | Alleanza Assicurazioni  
[Emanuele Pozzi](#) | Managing Director | Morgan Stanley  
[Giovanni Ravasio](#) | Applications Country Leader | Oracle Italia  
[Chris Skinner](#) | Chair | Financial Services Club  
[Edoardo Maria Toscani](#) | Country Manager Italy | BBVA

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

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**11:30 Parallel Sessions**

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**SPEAKERS INCLUDE**



**Paolo Garonna**  
FEBAF



**Mario Nava**  
European Commission



**Roberto Nicastro**  
Unicredit

http://www.businessinternational.it/Eventi/3449/Mega-Trends-4-Financial-Services/Programma

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**ROOM A - CUSTOMER INSIGHT AND BRANCHES REINVENTED****How use customer insight to reinvent the bank and the insurance branches?**

The branch experiences that are not deeply informed by customers are unlikely to succeed. Not only will Banks and Insurance companies need to segment customers to understand who they are and what they want beyond their financial and digital lives.

Chairman:

[Claudio Cacciamani](#) | Ordinario di Economia degli Intermediari Finanziari | Università di Parma

**ROOM B - DIGITAL & SOCIAL TRANSFORMATION IN FINANCIAL SERVICES INDUSTRY****How digital technologies reinvigorate and change the game in financial business?**

The emergence of pervasive connectivity, increasing mobility, more intuitive interfaces and new payment channels and methods are changing the financial services landscape for product delivery, adoption, utilization and access. Customers of financial services business expect a convenient and personalized experience that stretches across mobile, social, and other digital channels.

Chairman:

[Anna Omarini](#) | Senior SDA Professor | SDA Bocconi School of Management

[Milo Gusmeroli](#) | Vice Direttore Generale | Banca Popolare di Sondrio

[Massimo Tessitore](#) | Head of multichannel, mobile payment and e/m commerce | Intesa Sanpaolo

**12:15 Parallel Sessions****ROOM A - BUILDING CUSTOMER TRUST AND ENGAGEMENT IN FINANCIAL SERVICES****How can the innovation in customer engagement increase the change?**

Rising to the challenge of reconnecting with customers, rebuilding trust and renewing the financial experience using the digital ether and creating a useful convergence between physical & digital channels. How the customer engagement is changing and how the convergence with the client is important to increase customer satisfaction and reduced costs.

Chairman:

[Claudio Cacciamani](#) | Ordinario di Economia degli Intermediari Finanziari | Università di Parma

[Loredana Campanile](#) | Key Account | MagNews

[Nadia Nonis](#) | Head of Customer Experience at Deutsche Bank Group | Deutsche Bank Group

**ROOM B - CUSTOMER NEW DATA AND ANALYTICS IN FINANCIAL SERVICES****How New Data enriches the customer experience to improve customer retention, increase market share and grow the customer wallet?**

Insight & Analytics in financial services tackles the expanding role of data in understanding customers and the challenge for financial services providers as they seek to use insight to improve the customer experience. New service financial creation based on better consumer knowledge: Big Data, Loyalty programs, Tracking and Analytics, Data Quality, Virtual Geomarket.

Chairman:

[Anna Omarini](#) | Senior SDA Professor | SDA Bocconi School of Management

[Vincenzo Grimaldi](#) | Direttore Operativo | Carrefour Banque

[Roland Raad](#) | Chief Direct Marketing Officer | AXA MPS - AXA Assicurazioni

**13:00 Parallel Sessions****ROOM A - ENSURING AND OPTIMIZING CUSTOMER AND DATA IN FINANCIAL SERVICES****How to ensure data and customer in financial services?**

The explosion of unstructured data in enterprises must be managed. It's necessary to transform and use data in a secure and reliable insight.

Chairman:

[Claudio Cacciamani](#) | Ordinario di Economia degli Intermediari Finanziari | Università di Parma

[Nataschia Noveri](#) | Head of Global Business Innovation | UniCredit Group

**ROOM B - THE VALUE OF DIGITAL IDENTITY AND DIGITAL TRUST****How guarantee the safety of personal data, the digital identity and the trust of the consumer?**

The balance between privacy and the importance of personal data for Banks & Insurance companies are so important in the digital domain. Establishing an individual's digital identity can have major benefits for both businesses and consumers.

Chairman:

[Anna Omarini](#) | Senior SDA Professor | SDA Bocconi School of Management

[Elisabetta Nobile](#) | Responsabile Architettura e Sicurezza IT | Banca Popolare di Milano

[Claudio Tancini](#) | Vice Presidente | Club TI

**13:45 Buffet Lunch****FOCUS ON PAYMENTS****15:00 Round Table – The Evolution of Digital Banking at the intersection of Payments**

- Investing in the payments world of the future: bring innovation using contactless cards and mobile payments
- QR codes, NFC, browser payments: where should banks focus their attention?
- Pre-paid and virtual cards, mobile wallets, in app payments and more: where will profit come from?
- What value-added services can be incorporated into payments offerings?
- Should innovation be driven through internal channels, acquisition or partnership?
- How guarantee the safety of personal data, the digital identity and the trust of the consumer?

Chairman:

[Francesco Iarlori](#) | Managing Director | BizDev & Strategy

[Francesco Del Pizzo](#) | Head of Sales and Distribution Channels Dept | Telepass  
[Giovanni Vattani](#) | Head of Payment Systems - Market Italy / Credito - Country Italy | ENEL

**16:00 Q&A with Chris Skinner**

[Chris Skinner](#) | Chair | Financial Services Club

**16:30 End of the event**

\* il presente programma è provvisorio e suscettibile di variazioni

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