



**SOCIAL  
FOOTBALL  
SUMMIT  
2023**

**PROGRAM**

**DAY 1**

## FOOTBALL STAGE

### MORNING

- 09:40** | **OPENING:**  
Gianfilippo Valentini **Social Football Summit - Go Project**, Marina Presello **Sky Sport**, Ivan Ortenzi **eMBAs Professor**
- 09:55** | **BUILDING TOGETHER THE REAL MAGIC OF FOOTBALL BY COCA-COLA**  
Daniel Nemni **Coca-Cola**, Tommaso Bianchini **SSC Napoli**, Diego Tardani **VML**, **Ciro Priello** **The Jackal**
- 10:30** | **GERMANY 2024: ESG STRATEGY**  
Michele Uva **UEFA**  
**MODERATES:** Riccardo Luna
- 10:45** | **BALANCING ROI AND FUTURE SUSTAINABILITY**  
Michele Uva **UEFA**, Diego Nepi **Sport e Salute**, Gaia Pretner **ECA**  
**MODERATES:** Riccardo Luna
- 11:20** | **ILLEGAL STREAMS: CONSEQUENCES ON FOOTBALL AND FANS**  
Antonio Amati **Almaviva**, Luigi De Siervo **Lega Serie A**, Benedetta Liberatore **Agcom**  
**MODERATES:** Emilio Mancuso **Rai**
- 12:00** | **KEYNOTE:** Luigi De Siervo **Lega Serie A**
- 12:30** | **MANAGING LARGE VENUES FOR NOW AND THE FUTURE**  
Patrik Meyer **Eintracht Frankfurt Stadion GmbH**, Henk J. Markerink **VNO NCW Amsterdam Metropolitan**, Andrea Santini **Sport e Salute**  
**MODERATES:** Ivan Ortenzi **eMBAs Professor**
- 13:10** | **SOCIAL FOOD SUMMIT**

### AFTERNOON

- 14:10** | **SAUDI PRO LEAGUE**  
F. M. Ricci **La Gazzetta dello Sport** interviews Saad Allazeez **Saudi Pro League**
- 14:40** | **AI, DATA ANALYSIS AND NEW TECHNOLOGIES: IMPACTS AND OPPORTUNITIES FOR THE FOOTBALL ECOSYSTEM BY DELOITTE**  
Andrea Bozza **Deloitte**, Pierfilippo Capello **Deloitte**, Luigi Capitanio **Deloitte**, Alfredo Maria Garibaldi **Deloitte**  
**MODERATES:** Simone Tomassetti **X**
- 15:25** | **SFS23 INTERVIEW:**  
Kike Levy **NJF Sports & Media** interviews Javier Tebas **LaLiga**
- 15:55** | **SFS23 INTERVIEW:**  
Marina Presello interviews Alessandro Antonello **FC Internazionale Milano**
- 16:25** | **L'AZZURRO CI UNISCE. SEMPRE: THE PATH CREATED BY THE FIGC**  
Giovanni Valentini **FIGC**  
**MODERATES:** Federico Mosca
- 17:00** | **SPORTS EVENTS: IMPACT, OPPORTUNITIES AND RISKS**  
Elena Palazzo **Regione Lazio**, Diana Bianchedi **Milano Cortina 2026**, Alessandro Onorato **Roma Capitale**, Giovanni Malagò **CONI**, Gianfilippo Valentini **Social Football Summit - Go Project**  
**MODERATES:** Francesca Buttara **Dowell**

## GLOBAL STAGE

### MORNING

**10:00**  
**11:00** | **IMPACT ROOM**  
**"PERSPECTIVES FOR CHANGE IN SPORTS EDUCATION"**  
 Michele Sciscioli **Presidenza del Consiglio dei Ministri**, Marco Scurria **Senatore della Repubblica**, Giancarlo Abete **Lega Nazionale Dilettanti**, Lorenzo Valeri, Francesco Marco Mazzù **Luiss Business School**, Fabio Poli **Associazione Italiana Calciatori**, Fabrizio Sammarco **Italiacamp**

**11:00**  
**12:00** | **IMPACT ROOM**  
**"REFLECTIONS AND CONCRETE INITIATIVES TO SUPPORT CHANGE"**  
 Federico Cinti **Associazione MTA**, Giuliano Giannichedda **serie D**, Mattia Placido **AWord**, Ettore Mendicino **Fuori dal Podio**, Paolo Ghisoni **Giovane Italia**, Sara Spadoni **Opera**

**13:10** | **SOCIAL FOOD SUMMIT**

### AFTERNOON

**14:25** | **HOW SPORTS ORGANIZATIONS CAN INSPIRE SUSTAINABLE CHANGE**  
 Laura Iucci **UNHCR**, Stephane Bazire **Silverstone**, Katia Juarez **FIM**  
 Gabriella Bascelli **EMCA**

**MODERATES:** Cristiana Pace **Enovation Consulting**

**15:05** | **TIKTOK: WHERE ALL FANS PLAY**  
 Salvatore Di Mari **TikTok**, Ester Protti **Creator**  
 Marco Castellaneta **Juventus**

**MODERATES:** Ana Quiles

**15:35** | **FROM SPORTS TO ENTERTAINMENT:  
THE ENTRY OF NEW FORMATS IN FOOTBALL**  
 Nicoletta Besio **Twitch**, Ester Gazzano **Spotify**

**MODERATES:** Antonella Arca **Buzz my videos**

**16:05** | **INNOVATION AND TECH REVOLUTION:  
THE NEW APPROACH OF SPORTS ORGANIZATION**  
 Alfonso Becerra **F.M.F**, Luccas Roznowicz **DFL**, Paola Marinone **Buzz my videos**, Candy Flores **Madalia**

**MODERATES:** Carlo De Marchis **a guy with a scarf**

**17:00** | **WOMEN'S FOOTBALL: THE VALUE OF THE EXTRAORDINARY CHANGE**  
 Arianna Criscione **Valeur Sport**, Pablo Vilches **Liga F**, Sarah Batters  
 Laura Giuliani **AC Milan**

**MODERATES:** Antonella Arca **Buzz my videos**

**17:35** | **GROWTH, FAN CULTURE AND EXPERIENCE: MLS**  
 Larry Freedman **LAFC**, Nicolo Zini **Inter Miami CF**, Cory Bildstein **MLS**

**MODERATES:** Daniele Proch **Forbes USA**

## SALA CHAMPIONS

## MORNING

10:00 | B FUTURE (PRIVATE SESSION)  
13:00

## AFTERNOON

14:30 | LEGA SERIE A MARKETING COMMISSION (PRIVATE SESSION)

## SALA EXECUTIVE

## MORNING

10:00 | LEGA SERIE A DIGITAL COMMISSION (PRIVATE SESSION)  
13:00

## AFTERNOON

14:30 | PITCH COMPETITION

## LOCKER ROOM

## MORNING

10:45 | BILANCIARSI: THE NEW SUSTAINABILITY  
11:45 (PRIVATE SESSION)

12:00 | ECOEVENTS: "FOOTBALL AND SUSTAINABILITY: SEIZING  
13:00 OPPORTUNITIES WHILE MANAGING RISKS"  
(PRIVATE SESSION)

## AFTERNOON

14:30 | SOCIAL MEDIA SOCCER:  
16:00 "FOOTBALL AND CONTENT IN 90 MINUTES + EXTRA TIME"  
(PRIVATE SESSION)

16:30 | YOUTUBE: WHERE THE GAME IS ALWAYS ON  
17:30 (PRIVATE SESSION)



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**DAY 2**

## FOOTBALL STAGE

### MORNING

- 09:20** | **MONDO FOOTBALL 2050:** Ivan Ortenzi **eMBAs Professor**
- 09:30** | **THE RISE OF WOMEN'S ROLE IN FOOTBALL BY YOUTUBE**  
Hannah Brown **DAZN**, Lisa Offside, Betty Bavagnoli **AS ROMA**,  
Federica Cappelletti **FIGC**  
**MODERATES:** Martina Pileggi **YouTube**
- 10:10** | **SFS23 INTERVIEW:**  
Giorgia Rossi **DAZN** interviews Lorenzo Casini **Lega Serie A**
- 10:40** | **PLAYER MANAGEMENT AND EVALUATION, RANKINGS AND CAPITAL GAINS**  
Andrea Sartori **Football Benchmark**, Rafaela Pimenta **TFF**,  
Alfonso Morrone **Adicosp**  
**MODERATES:** Luca Marchetti **Sky Sport**
- 11:15** | **adidas FOOTBALL COMMUNITIES by adidas**  
Massimo Vallati **Calcio Sociale**, Noemi Riccobene **Lady Soccer**  
Elena Bonato **Balon Mundial**  
**MODERATES:** Irene Larcher **adidas**
- 11:45** | **THE MULTIVERSE OF FOOTBALL PARTNERSHIPS BY YOUNGOV**  
Michele Ciccicarese **Lega Serie A**, Daniel Maglietta **Socios.com**,  
Stefano Russo **YouGov**, Marco Canigiani **S.S. Lazio**  
**MODERATES:** Carolina Tha **Samba Digital**
- 12:30** | **THE EVOLUTION OF COMMUNICATION IN A MULTICHANNEL SCENARIO BY EBAY**  
Vito Pace **eBay**, Lele Adani **RAI**  
**MODERATES:** Giusy Meloni
- 13:15** | **SOCIAL FOOD SUMMIT**

### AFTERNOON

- 14:15** | **SFS23 INTERVIEW:**  
Alessandro Alciato interviews Romy Gai **FIFA**
- 14:45** | **DRIVING FAN ENGAGEMENT AROUND THE WORLD**  
Nick Speakman **Manchester United**, Roberto Monzani **FC Internazionale Milano**  
**MODERATES:** Salvatore De Angelis **Nielsen Sports**
- 15:20** | **SFS23 INTERVIEW:**  
Alessandro Giudice interviews Giorgio Furlani **AC Milan**
- 15:55** | **THE SUPERCHAMPIONS: CHAMPIONS, ENTERTAINMENT AND THE FUTURE**  
Luca Marchegiani **Sky Sport**, Andrea Marinozzi **Sky Sport**  
**MODERATES:** Mario Giunta **Sky Sport**
- 16:30** | **SFS23 INTERVIEW:**  
Luca Marchetti interviews Tiago Pinto **AS Roma**
- 17:00** | **CLOSING**

## GLOBAL STAGE

## MORNING

**09:30** | **ECONOMY AND FINANCE, CAREER AND POST-CAREER, EDUCATION, PSYCHOLOGY: PLAYER MANAGEMEN**

Massimo Bocci **Private Banker**, Fabio Poli **AIC**, Camilla Prando **TransferRoom**, Nicola Innocentin

**MODERATES:** Max Sardella

**10:10** | **BEHIND THE INVESTMENT**

Antonio Cacorino **Apex Capital**, Giorgio Ricci **àlevit consulting**

**MODERATES:** Carlo De Marchis **a guy with a scarf**

**10:40** | **SUPER LEAGUE: WHAT'S NEXT?**

Kike Levy **NJF Sports & Media** interviews Bernd Reichart **A22**

**11:15** | **DEVELOP A STADIUM REVENUE STRATEGY**

Paolo Monguzzi **Juventus**, David Garth **Legends International**

**MODERATES:** Leonardo Rossi **Como 1907**

**12:00** | **TV RIGHTS AND SUSTAINABLE MANAGEMENT OF FOOTBALL**

Lorenzo Casini **Lega Serie A**, Roberto Chieppa **Consiglio di Stato**

**MODERATES:** Sacha D'Ecclesiis **Cintioli & Associati**

**12:30** | **RADIO SERIE A CON RDS**

Lorenzo Dallari **Lega Serie A**, Massimiliano Montefusco **RDS**  
Serse Cosmi

**MODERATES:** Chiara Icardi **Radio Serie A**

**13:10** | **SOCIAL FOOD SUMMIT**

## AFTERNOON

**14:20** | **LEADING IN GAMING AND ESPORTS**

Alberto Elia **Lega Serie A**, Carlo Barone **Riot Games**, Luca Pagano **Qlash**,  
Valeria Belozertsova **Faceit**

**MODERATES:** Luca Pardo **Ontier Italia**

**15:00** | **DIGITAL TRANSFORMATION IN FOOTBALL**

Charles Frémont **UEFA**, Carolina Tha **Samba Digital**, Andrea Rizzi **YouTube**

**MODERATES:** Omar Zerrad **N3xt Sports**

**15:30** | **ART. 33. NOW: SPORT AS THE "MEDICINE OF THE HEALTHY**

G. Esposito **FIBa**, F. Serra **Osservatorio sullo Sport di Fondazione**  
**Sportcity**, C. Rombolà **Studio Rombolà & Associati**,  
L. Gigliuto **Istituto Piepoli**

**MODERATES:** F. Pagliara **Sportitaliae**

## SALA CHAMPIONS

## MORNING

11:30  
13:00

## THE EVOLUTION OF REFEREEING

Gianluca Rocchi Referee Designator

## adidas - FIGC: A NEW ERA

Giovanni Valentini FIGC, Irene Larcher adidas

HOST: Pierluigi Pardo

## AFTERNOON

14:30  
17:00

## LNPA &amp; UEFA TRAINING PROJECT (PRIVATE SESSION)

## SALA EXECUTIVE

## MORNING

10:00  
13:00

## LEGA PRO (PRIVATE SESSION)

## LOCKER ROOM

## MORNING

10:45  
11:45

## ITALIA ON LINE:

"THE SERIE A OF ADVERTISING: ATTENTION, ADDRESSABILITY, ARTIFICIAL INTELLIGENCE" (PRIVATE SESSION)

12:00  
13:00

## UNIVERSITÀ DEGLI STUDI DI BARI "ALDO MORO":

"MASTER'S PROGRAM IN SPORTS LAW AND SPORTS MANAGEMENT " (PRIVATE SESSION)

## AFTERNOON

14:00  
14:45

## ENOVATION CONSULTING:

"PLAYING FOR THE FUTURE: BEST SUSTAINABILITY PRACTICES IN THE PREMIER LEAGUE AND THE SUSTAINABILITY INDEX OF SERIE A" (PRIVATE SESSION)

15:15  
16:15

## KAMA:

"THE FUTURE OF FOOTBALL WITH KAMA, BETWEEN PASSION AND DATA" (PRIVATE SESSION)