



# PROGRAMME

**ALLIANZ STADIUM  
TURIN, 18 - 19 NOV**



**DAY 1**

DAY 1

# FOOTBALL STAGE GOPROJECT

MORNING

**10:00AM** **Opening:** G. Mizzoni [Prime Video](#), G. Valentini [SFS](#), I. Ortenzi

**10:20AM** **Beyond the 90 minutes**

E. Esposito [La Gazzetta dello Sport](#) interviews M. Uva [UEFA](#)

**11:00AM** **Leagues and National Teams as Sponsorship Platforms: Lessons Across Sports**

G. Valentini [FIGC](#), M. Sicari [FIDAL](#), M. Fabris [Lega Volley Femminile](#). Moderated by B. Cirillo [DAZN](#)

**11:35AM** **Accelerating Growth in Women's Football: Strategies and Challenges**

D. Aurelio [Parma Women](#), M. Carissimi [Genoa CFC](#), N. Verdun [Como Women](#), P. Panico [UEFA PRO](#),  
B. Bavagnoli [AS Roma](#). Moderated by S. Campanella [Tuttosport](#)

**12:20AM** **Beyond the Pitch: Innovation in Sponsorship and Fan Engagement in Serie A**

M. Ciccarese [Lega Calcio Serie A](#), M. Pellizzoni [YouGov](#), F. Meroni [Mondelez](#), N. Ragosta [Fantacalcio](#),  
G. Carafa Cohen [Iliad](#). Moderated by C. Icardi [Sport Mediaset](#)

DAY 1

MORNING

# GLOBAL STAGE SOCIAL MEDIA SOCCER

- 10:20AM UN Tourism Connects: Public & Private Collaboration in Sports Tourism**  
I. Vilcu [UN Tourism](#). Moderated by C. Tha
- 10:50AM The Geopolitics of Football: Power, Politics and Global Influence**  
V. Mancini [Rome City Institute](#), F. Petriccione [Petriccione Law Firm](#), J. Romaniuk [Economic Forum](#),  
C. Rombolà [Studio Rombolà & Associati](#). Moderated by G. Aloisio [Strategic Partners](#)
- 11:30AM Football as a Global mirror of Culture and Identity**  
L. Marocchi [Calcetto Eleganza](#), B. Azevedo [Liga Portugal](#), V. Cogevina [Mercury 13](#).  
Moderated by N. Jayasuriya [Avery Dennison](#)
- 12:00AM Euro digitale e Football Economy: innovazione, fiducia e nuovi modelli di valore**  
L. Felletti [Intesa San Paolo](#), A. Giovannini [BCE](#), G. Previtiera [Almaviva](#).  
Moderated by M. Bellinazzo [Il Sole 24 Ore](#)
- 12:40AM Green, sustainable and inclusive stadium and Net Zero Carbon Matches: Dream or Reality?**  
T. Griffith [Fulham FC](#), B. Osu [Everton FC](#). M. Cannarsa [Populous](#). Moderated by C. Pace [Enovation Consulting](#)

**DAY 1**

# **OFF THE PITCH** SPEAKER CORNER

**10:20<sub>AM</sub>** Pitch by Floky

**10:45<sub>AM</sub>** Pitch by Arce Immigration Law

**11:15<sub>AM</sub>** Presentazione del Libro “Quello che non ho visto arrivare” di G. Perinetti

**12:15<sub>AM</sub>** Pitch by Ticketone

**12:30<sub>AM</sub>** Fantacalcio Fantaquiz

## **PRESS CONFERENCE STAGE**

**PRIVATE SESSION**

**11:00<sub>AM</sub> - 1:30<sub>PM</sub>** Digital Committee Lega Calcio Serie A

Allianz  Stadium

**MORNING**

**DAY 1**

# LEGENDS NORD

**PRIVATE SESSION**

**10:45AM - 1:15PM**

**AI & Football Intelligence: tra predizione e illusione**

# LEGENDS SUD

**11:30AM - 1:30PM**

**PROSPETTIVA B:**

**I Valori, gli Scenari, le Potenzialità. Insieme, per la crescita della Serie BKT e del calcio italiano (Private Session)**

Allianz  Stadium

**MORNING**

DAY 1

# FOOTBALL STAGE GOPROJECT

AFTERNOON

- 2:20PM** **Are Football Infrastructures a Real Investment? Which models are truly sustainable?**  
A. Ferrari **ACF Fiorentina**, L. Capitanio **Deloitte**, S. Melis **Cagliari Calcio**, F. Collavino **Udinese Calcio**.  
Moderated by C. Zavanella **Gau Arena**
- 3:00PM** **SFS 25 interview:** L. Marchetti **Sky Sport interviews** Igli Tare **AC Milan**
- 3:30PM** **Club vs. Market: Chi Controlla il Futuro del Calcio?**  
F. Cherubini **Parma Calcio 1913**, F. Pastorello **P&P Management**. Moderated by L. Marchetti **Sky Sport**
- 4:00PM** **SFS 25 interview:** Marina Presello **Sky Sport** & Simona Rolandi **RAI interview** Claudio Fenucci **Bologna FC 1909**
- 4:30PM** **Does Hosting Sports Events hurt more than it helps?**  
D. Carretta **Comune di Torino**, C. Milici **Milano Cortina 2026**. Moderated by M. Bertini **Sport Mediaset**
- 5:00PM** **SFS 25 interview:** M. Bellinazzo **Il Sole 24 Ore interviews** L. De Siervo **Lega Calcio Serie A**
- 5:30PM** **Is Football Really Prioritizing Players Mental Well-being?**  
M. Perin **Juventus**, N. Romanazzi **Top Performance Coaching**. Moderated by R. Nasuti **SFS**

DAY 1

# GLOBAL STAGE SOCIAL MEDIA SOCCER

AFTERNOON

- 2:35PM**     **QIMA - Building a central data system for the Saudi Pro League**  
J. Madsen [SPL](#)
- 3:00PM**     **AI in Sport: From On-Field Performance to Fan Emotion**  
S. Gianotti [AWS](#), R. Mancini, F. Rizzante [Reply](#). Moderated by I. Ortenzi
- 3:35PM**     **Lo Sport femminile si racconta su TikTok**  
S. Di Mari [TikTok](#), K. Levy [Lega Voley Femminile](#), T. Squillaci, [Milano Cortina 2026](#), M. Moioli, I. Limelli
- 4:10PM**     **Data Wars: Ownership, Ethics and Monetization in Football**  
P. Tomagra [Lega Calcio Serie A](#), R. Cerchiaro [Jakala](#), A. Peron [Adobe](#). C. Di Renzi [FIGC](#). Moderated by G. Piscina
- 4:45PM**     **ESG governance in football: obligation or opportunity?**  
T. Rawson [Wolves](#), R. Torres [Atletico de Madrid](#), G. Bodino [Juventus](#), L. Cordingley [Chelsea FC's Foundation](#).  
Moderated by S. Maneri [ESGEO](#)
- 5:25PM**     **The AI Eye: Seeing the Game Differently**  
R. Mele [VEO](#), J. W. Engel Fleckner [Copenhagen FC](#), Moderated by C. THA

DAY 1

# OFF THE PITCH SPEAKER CORNER

1:45PM **L'amore per lo sport ha trovato casa**

3:00PM **Presentazione del Libro "L'ANIMA SOCIALE E INDUSTRIALE DELLO SPORT" di V. Cozzoli**

4:05PM **Pitch by GG TEAMWEAR**

4:25PM **Pitch by GOL DISEGNATI**

## LOCKER ROOM

2:15PM **Tutela e Benessere dei minorenni nel calcio tra false illusioni e pratiche realtà**  
V. Di Gioia **FIGC**, V. Logrillo **Deloitte**, D. Costantino **Studio Legale Costantino**, M. Bellinazzo **Il Sole 24 Ore**.  
Moderated by A. Baccaro

3:30PM **SFS Extratime Almaviva Pitch Competition**

## PRESS CONFERENCE STAGE

PRIVATE SESSION

2:30PM - 5:30PM **Marketing Committee Lega Calcio Serie A**

AFTERNOON

DAY 1

## LEGENDS NORD

PRIVATE SESSION

3:00PM - 5:30PM

**Women's leadership in Sports "Emanuela Perinetti"**

## LEGENDS SUD

2:30PM

**Serie BKT: il territorio, i tifosi, le comunità sportive – Presentazione Report Nielsen**

P. Bedin **LNPB**, F. Guadagnini **LNPB**, C. Giuffrida **Radio Tv Serie A**, L. De Laurentiis **SSC Bari**, G. Mazzardi **Nielsen**

3:45PM

**"Lavorare nello sport business" LEAP Academy**

G. Nicoletta **LNPB**, P. Bedin **LNPB**, F. Guadagnini **LNPB**, C. Ludi, V. Casagrande **Leap Academy**, F. Terrazzani **Como 1907**, P. Sensibile **PSG**, M. Benassi **Deportivo La Coruña**. Moderated by E. Gini **Sport Mediaset**

AFTERNOON



**DAY 2**

DAY 2

# FOOTBALL STAGE GOPROJECT

**9:30AM** **Is Calcio Content King in the Global Entertainment Race?**

R. Monzani **Inter**, G. Lombardo **Palermo FC**. Moderated by A. Arca **BuzzMyVideos**

**10:15AM** **German Bundesliga on the Forefront: Balancing Profit, Passion, and the 50+1 Dream**

A. Mühl **BVB**, P. Reschke **Eintracht Frankfurt**. Moderated by B. Fisa **Fisa Consultancy**

**10:45AM** **SFS 25 interview:** A. Alciato **Prime Video interviews** Romy Gai **FIFA**

**11:15AM** **Is Football Really Becoming More Inclusive — Or Just Saying So?**

M. Squicciarini **UNESCO**, D. Leonardi **INSUPERABILI**, D. Braga **Fondazione Laureus Italia**, G. Pretner **EFC**.  
Moderated by G. Mizzoni **Prime Video**

**11:55AM** **Brand or Business: What Drives the Modern Football Club's Growth?**

L. Giammarioli **SSC Napoli**, V. Gori **Atletico de Madrid**, A. Diaz **RCD Mallorca**.  
Moderated by A. Marston **Sports Pundit**

**12:35AM** **SFS 25 interview:** Giulia Mizzoni **Prime Video interviews** Giorgio Chiellini **Juventus**

MORNING

DAY 2

# GLOBAL STAGE SOCIAL MEDIA SOCCER

**10:00AM**    **Advancements in Sports Medicine: Injury Prevention and Recovery**

F. Tencone [Isokinetic](#), G. Rodas [FC Barcelona](#). Moderated by C. Tha

**10:30AM**    **The art of communication in professional football**

C. Vicente [Empower Sports](#), D. Sheth [Sky Sports](#), E. Defroand [WHU](#), Moderated by I. Taylor [Taylored Sports Communications](#)

**11:10AM**    **Should Major Competitions/entertainment Be Free-to-Air?**

P. Hutton, S. Azzi [DAZN](#). Moderated by I. Ortenzi

**11:40AM**    **Sustainability, Talent Development and Infrastructure: Redesigning the Football Pipeline**

P. Bedin [Lega B](#), A. Sartori [Football Benchmark](#)

**12:35AM**    **Online hate speech in sports**

V. Iachizzi [FIA](#), A. Azzopardi [ATP](#), T. Lynn [Dublin City University](#), R. Randhawa [The FA](#).  
Moderated by M. Iuliano [Enovation Consulting](#)

MORNING

DAY 2

MORNING

## OFF THE PITCH SPEAKER CORNER

10:15AM Pitch by SYFORM

10:35AM Pitch by COMPEX

11:00AM Presentazione del Libro “La colpa è di chi muore” di M. Bellinazzo

12:30AM Fantacalcio Fantaquiz

## LOCKER ROOM

11:30AM Corso Avanzato di Comunicazione Sportiva Social Media Soccer (Private Session)

G. Di Marzio [Sky Sport](#), L. Marchetti [Sky Sport](#), G. Valentini [SFS](#)

## PRESS CONFERENCE STAGE

PRIVATE SESSION

10:00AM - 1:30PM Tik Tok

DAY 2

# LEGENDS NORD

PRIVATE SESSION

10:00<sub>AM</sub> – 12:30<sub>AM</sub>

**Infrastrutture vincenti: dal vincolo alla visione**

# LEGENDS SUD

9:45<sub>AM</sub> – 10:45<sub>AM</sub>

**Calcio e stadi: quanto pesano come attrattori turistici?**

M. Romanelli [The Data Appeal Company](#), M. Pianetta [PROKALOS](#), F. Santoro [Lega Pro](#), P. Romano [Fondazione Bologna Welcome](#). Moderated by A. Casadei [Almaviva](#)

11:00<sub>AM</sub> – 1:00<sub>PM</sub>

**Road to the Stadium: The Digital ticket Journey of the Modern Fan with Apple Wallet, Vivaticket & Mashfrog**

L. Grecucci [Vivaticket](#), A. Ferri [Vivaticket](#), M. Uberti [Mashfrog](#)

MORNING

DAY 2

# FOOTBALL STAGE GOPROJECT

AFTERNOON

- 2:30PM**      **Leveraging Live Formats to Turn Fans into Participants**  
L. Adani [Viva el Futbol](#), V. Pace [Urban Vision](#), C. Tedeschi
- 3:00PM**      **The Blended Broadcast: i contenuti Serie A per i tifosi moderni**  
F. Galante, C. Brocchi, M. Iuliano, L. Maritano [Radio TV Serie A](#).  
Moderated by L. Dallari [Lega Calcio Serie A](#)
- 3:30PM**      **The Next Play: How Tech is Revolutionizing Football Fan Engagement**  
S. Deantoni [Infront Italy](#), M. Baldassarre [Epico Play](#). Moderated by C. Giuffrida [Radio TV Serie A](#)
- 4:00PM**      **Sky Sport Skills: quando la tecnologia incontra il talento e racconta i campioni**  
L. Gotti [Sky Sport](#), S. Borghi [Sky Sport](#). R. Montolivo [Sky Sport](#). Moderated by G. Cenni [Sky Sport](#)
- 6:00PM**      **Closing**

DAY 2

# GLOBAL STAGE SOCIAL MEDIA SOCCER

AFTERNOON

**2:30PM** **Calcio e antitrust: l'impatto dei recenti casi della Corte di giustizia UE su questioni d'attualità**

S. Valentino **AGCM**, S. Lamarca **Lipani Legal and Tax**

Moderated by F. Buttara **Dowell**

**3:00PM** **Investing in Football Through the Multi-Club Model**

M. Motta **Bichara e Motta Attorneys at Law**, J. Kleiner **FIFA**, L. Souloukou **Nottingham Forest FC**.

Moderated by L. Ferrer **Statim Legal**

**3:30PM** **Does Football Need More Content creators Instead of Journalists?**

R. Trevisani **Sport Mediaset**, M. Dalai **DAZN**, A. Alciato **Prime Video**.

Moderated by A. Quiles **Fox Sport**

**4:00PM** **Chi controlla i dati, controlla il business?**

F. Di Biase **Platinum Group**, P. Magri **EICMA**, M. Gamberoni **Stripe**

**4:30PM** **Clinical Insights and football performance boost**

S. Bonizzato **Como Women**, L. Gatteschi **FIGC**.

Moderated by I. Ortenzi

Allianz  Stadium

DAY 2

AFTERNOON

## OFF THE PITCH SPEAKER CORNER

2:15PM Pitch by AVERY DENNISON

2:35PM Pitch by BONAMASSA

2:55PM Pitch by ALFI

3:45PM Pitch by BY TUTTOCAMPO

4:15PM Pitch by POSTO RISERVATO

## LOCKER ROOM

3:15PM La governance dello sport: dalle aule di tribunale, alle nuove sfide dello sport globale e dell'intelligenza artificiale. La formazione manageriale che può fare la differenza.

## LEGENDS SUD

2:45PM - 5:00PM CSR COMMITTEE Lega Calcio Serie A

## PRESS CONFERENCE STAGE

PRIVATE SESSION

2:45PM - 5:00PM CFO COMMITTEE Lega Calcio Serie A