

MARKETING AND COMMUNICATION IN THE DIGITAL AGE:
ARE WE READY FOR VALUE GENERATION?

AGENDA

TOPICS

The market is evolving rapidly, and so are the ways we communicate and engage. In an era where **digital** technology influences every touchpoint, brands must learn to speak to people through **values**, not just products. The **new generations** – Gen Z and Alpha – present both a challenge and an opportunity: reaching them authentically is now the key to building lasting relationships.

During the event, we will explore the **latest trends in marketing and communication**: from the most effective digital formats to the strategic use of video, email and social media. We will delve into how **technology and artificial intelligence** – particularly conversational agents and, increasingly, autonomous agents – are transforming the **customer experience**, making it more personalized, seamless and engaging.

An international perspective will showcase **banks and insurance companies** that have made **loyalty** and **digital** innovation strategic tools for service transformation. This will be followed by a **panel discussion with Italian banks** to grasp the current state of the financial sector and the ongoing currents of change.

A unique opportunity for us all to get inspired, exchange ideas and shape the future of communication and marketing in the financial world.

Chair:

Daniela Vitolo, Ufficio Analisi Rischi e Regolamentazione **ABI**

Massimo Cerofolini Giornalista radiofonico e televisivo

10.00 – **Greetings and presentation of the panel**

10.10 – **FINANCE OF THE FUTURE: STORIES OF LOYALTY, INNOVATION, AND AI WITHOUT BORDERS**

Reinventing our value proposition in a world beyond the Digital Revolution: the 4th Industrial Revolution

Jean Marc Pailhol, Chief Global Strategic Partnerships Officer **Allianz Partners** and Chairman **Qorus**

Pixels, points, and loyalty: marketing comes into play

Georgiana Pintilie, Responsabile Vendite Digitali, Direzione Distribuzione Retail **Banca Comercială Română – Erste Group**

Paolo Corno, Country Manager **Dateio Italy**

Banks as Media Companies: orchestrating content to drive relevance

Lorenzo Galoforo, Managing Director, Financial Services ICEG Lead **Accenture Song**

11.20 – **ARTIFICIAL INTELLIGENCE AND CREATIVITY AT THE CENTER STAGE**

“The Value Shift”. Rethinking values as strategic drivers of innovation and growth

Laura Corbetta, Ceo e Founder **YAM112003**

Arianna Talamona, DE&I Specialist e Content Strategist **YAM112003**

Exploring marketing opportunities with AI, agents, and our evolving role

Nereo Sciutto, Ceo **Webranking**

12.10 - **ROUND TABLE - FINANCE WITH AN ITALIAN ACCENT: WHERE DIGITAL MEETS COMMUNITY**

Irene Checchi, Responsabile Area Persone e Benessere **Emil Banca Credito Cooperativo**

Alessio Dragone, Responsabile Marketing **Banca Popolare Pugliese**

Filippo Giotto, Head of Digital Marketing **Banca Mediolanum**

Paola Pieraccini, Digital Marketing Manager **Intesa Sanpaolo**

13.00 – **Closing of the session**