



Every Thursday  
Starting from **November, 16**

[GAME.CODERBLOCK.COM](http://GAME.CODERBLOCK.COM)





**Main Stage**  
15:30 (CEST)

## Metaverse Transformation Engine

A journey into the world of the metaverse together with the Deloitte SB Team with the participation of **Michele Chiaramondia** (Deloitte Consulting SB - Partner), **Michele Montesi** (Monitor Deloitte SB - Senior Executive), **Marco Caridi** (Deloitte Consulting SB - Specialist Manager AI&Data), **Ilenia Pia Viceconti** (Deloitte Risk Advisory SB - Metaverse Data Ethics & Security Senior Manager), **Federica Caretta** (Deloitte Legal SB - Director IP & IT Specialist), **Pietro Boccaccini** (Deloitte Legal SB - Director Data Protection Specialist) and **Giovanna Mantovani** (Deloitte Consulting SB - Manager Human Capital).



**Main Stage**  
16:10 (CEST)

## Future of work: come cambierà il modo di lavorare?

How will digital transformation and new technologies affect the world of work and talent scouting?  
Let's talk about it with **Olga Farreras** (Enterprise Account Director - Talent Solutions - LinkedIn Italy).





**Main Stage**  
16:30 (CEST)

## Dai social al metaverso

**Roberto Esposito** (CEO at Alterside) in a speech about metaverse as evolution of the sociality.



**Main Stage**  
17:00 (CEST)

## La potenza della creatività e la frontiera della comunicazione: quali sono le opportunità date dalle nuove tecnologie

**Eugenia Brini** (Designer, trainer and Canva Verified Expert) and **Danilo Spanu** (Brand Designer) will discuss about creativity and new technologies and on the online opportunities for visual communication.



**Main Stage**  
17:45 (CEST)

## Innovazione e nuove consapevolezze: perché è importante oggi parlare di educazione finanziaria

**Jonathan Figoli** (CEO at Family Economy Week) talks about innovation as cultural change about money management and financial awareness.





## Main Stage

15:00 (CEST)

### A tu per tu con l'avv. Guido Scorza, Componente del Collegio del Garante per la protezione dei dati personali

**Guido Scorza** (member of the board of Italian data protection Authority) talks about protection of personal data and the challenges it faces with the advent of new technologies.



## Main Stage

15:15 (CEST)

### Metaverso: una nuova frontiera per aziende e utenti

Let's explore the connection between metaverse, financial world and real estate market with our panelists **Gianluca Giordani** (CEO at Giordani & Partners | Real Estate Agent), **Alessandro DiPace** (InnovationLab Agos) and **Manfredi Domina** (CEO & Co-Founder at Keplera).



## Main Stage

15:50 (CEST)

### Così le nuove tecnologie stanno rivoluzionando il marketing

**Veronica Gentili** (Social Media Marketing Expert | Entrepreneur | Author), **Giuseppe Noschese** (E-commerce Consultant) and **Mario Di Girolamo** (Director & Co-Founder at Visio Digital Partner) will talk about the technological future of social media ADS, e-commerce and Artificial Intelligence.





THURSDAY, NOVEMBER 23

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Main Stage  
16:30 (CEST)

## Crypto Art: come la tecnologia blockchain sta rivoluzionando il settore artistico

**Andrea Concas** (Art Tech Entrepreneur, CEO and Founder Art Rights, Founder and Publisher of The NFT Magazine) talks about the application of blockchain in the artistic field.



Main Stage  
17:00 (CEST)

## NFT e Metaverso: quali sono le sfide legali

**Giulio Coraggio** (Partner | Head of Intellectual Property & Technology), **Giuletta Minucci** (Senior Associate @ Lexia Avvocati), **Andrea Pantaleo** (Head of Crypto, Web3 & Fintech Sector at DLA Piper Italy) and **Riadi Piacentini** (The Hoodie Lawyer) will join a panel focusing on the legal challenges applied to the metaverse and Web3 world regarding crypto, NFT and blockchain.





## Main Stage

15:00 (CEST)

### Dal Web3 all'AI, cosa ci riserva il futuro?

What's the role and potential of AI in the corporate world and in products and services designing? Let's discuss with our panelists Fabio Moioli (Leadership Advisor at Spencer Stuart), **Edoardo Degli Innocenti** (CEO & Co-Founder at B3YOND) and **Andrea Cattabriga** (Strategic Designer & Researcher).



## Main Stage

16:00 (CEST)

### Come il metaverso rivoluzionerà le aziende e come proteggeremo i nostri dati

Let's talk about Web3 dynamics and tools enable new logics of corporate innovation and what impact are they having on business strategies with **Vincenzo Rana** (CEO at KNOBS) and **Marco Tullio Giordano** (Tech Lawyer & DPO - Partner at 42 Law Firm).



## Main Stage

16:40 (CEST)

### NFT, arte e moda nell'era delle nuove tecnologie: cosa aspettarci dal mondo della crittografia e blockchain

How Artificial Intelligence can improve fashion world and how blockchain can impact on sustainability? Let's explore virtual opportunities of fashion with **Daniela Losini** (Author and creative director), **Arianna Pozzi** (CEO at GAIAMYFRIEND) and **Mario De Luca** (PR & Partnership manager at Blowhammer).





THURSDAY, NOVEMBER

30



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Main Stage

17:15 (CEST)

## Nuove Tecnologie, Legal Engineering e Metaverso

**Laura Cappello** (Founder at Studio Legale Cappello) talks about the relationship between Legal Engineering and the virtual revolution of the metaverse.



Main Stage

17:30 (CEST)

## Metaverso: il non-luogo perfetto per Formazione e Apprendimento METIT ITALIA – Associazione Italiana Metaverso

What's the future of learning in the metaverse? Let's discuss about it with **Debora Lonardi** (IT Analyst, NuclearPhysicist and Italy STEM Trainer)





**Main Stage**  
**15:00 (CEST)**

## La nuova frontiera del copyright online

**Rachele Bonani**, **Carmine La Pietra** e **Fabrizio Trionfera** from Licensync talk about the new frontier of online copyright in the metaverse with **Antonino Abbate** e **Silvia Bertelli** from Onlymusix.



**Main Stage**  
**15:30 (CEST)**

## Digital entertainment: il successo di Casa Surace

**Alessio Strazzullo** (Co-founder & Content Creator at Casa Surace), **Daniele Pugliese** (Co-founder & Content Creator at Casa Surace) and **Luca Persichetti** (Marketing Manager at Casa Surace) in a panel about the success of **Casa Surace**, an Italian factory and production company in the field of digital entertainment.



**Main Stage**  
**16:00 (CEST)**

## La terza dimensione dell'e-learning: il metaverso

**Ernesto Damiani** (President at National Interuniversity Consortium for Informatics) and **Livio La Mattina** (Education Marketing Manager LUMSA e JP2) will join a panel on how the virtual world is generating a revolution in the world of learning thanks to an immersive interaction experience for users.





**Main Stage**  
**16:40 (CEST)**

## Neuromarketing: un approccio strategico e innovativo per business e collettività

What's neuromarketing and how it can improve communication and marketing strategies for brands?

**Francesco Gallucci** (Vice-president AINEM) and **Mariano Diotto** (Neuromarketer, Founder & CEO at Neuromarketing Italia) will talk about it in a neuromarketing-themed panel.



**Main Stage**  
**17:30 (CEST)**

## A New Financial Frontier: How Media and Journalism are Fueling the Crypto Revolution

**Lucrezia Van Stegeren** (Co-Founder at Cryptoland Media) in a interesting insight about the role of Media, Press and Journalism in Crypto world.



**Main Stage**  
**17:45 (CEST)**

## Blockchain the new revolution

An analysis of the revolutionary iimpact of blockchain and Web3 inside the digital world with **Bruno Calabretta** (Co-Founder DISRUPTIVES ICP - Hub Indonesia).





## Main Stage

15:00 (CEST)

### Tech for good: come la blockchain diventa alleato della sostenibilità per migliorare il pianeta

Let's talk about how blockchain could support transparency, sustainability and the adoption of green and ethical practices with **Anna Fongaro** (CEO & Founder at Colata Studio) and **Luisa Gaburova** (CEO & Founder at Deply).



## Main Stage

15:45 (CEST)

### Dal Codice al Codice del Metaverso: La Nuova Frontiera dello Studio Legale

Law and metaverse: let's discover the new frontier of legal innovation with Fabio Francesco Franco (Founder E-Legal Studio Legale).



## Main Stage

16:00 (CEST)

### Quali sono le nuove sfide del marketing e della comunicazione?

**Matteo Zambon** (Co-Founder e CTO at Tag Manager Italia), **Alessandro Mazzù** (Consultant | Trainer | Author | Creator) and **Stefano De Carlo** (Founder at AutomatiKing.com) will discuss on the role of AI and automation in digital analytics and marketing strategies for brands.





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## Coding the Future: Talent Space – A Journey of Innovation and Collaboration

**Matteo Malvicini** (Digital Innovation Manager talks about Talent Space) the new Innovation Project run by Randstad Italia for enhancing the relationships between talent and companies in the virtual world.

Main Stage

17:00 (CEST)

## La connessione delle nuove tecnologie

The adoption of cryptocurrencies in the Retail world: what are the risks for the monetary sovereignty. Let's talk about it with our panelists **Francesco Rampone** (Tech & aIP lawyer and President at Associazione Blockchain Italia), **Luca Lupattelli** (Digital Project Manager) and **Fabiano Taliani** (COO at Coinbar).

Main Stage

17:20 (CEST)





## Main Stage 15:00 (CEST)

### La Digital Transformation e lo sviluppo di nuovi modelli di business

How Artificial Intelligence can help companies to improve their export and create new business models? Let's discuss about it with **Antonio Procopio** (CEO & Founder – Digital-Hub StartUp Accelerator), **Andrea Groppelli** (Founder & CEO at iDigital3 srl), **Giorgio Veronesi** (Executive Director Digital Technology And Innovation) and **Alessio Gambino** (Founder at Exportiamo.it).



## Main Stage 16:00 (CEST)

### Metaverso e realtà virtuale: le nuove tecnologie immersive delle emozioni e del personal branding

**Marcello Marinisi** (Personal Branding Expert and Career Coach) and **Emanuela Spennazzati** (HR Manager | Career & LinkedIn Coach) talks about new digital professions and how metaverse and AI are changing the approach to work.



## Main Stage 16:45 (CEST)

### From immersive and augmented applications to the Metaverse

**Massimo Canducci** (International Manager and University Professor) in a speech about augmented reality experience and the metaverse.



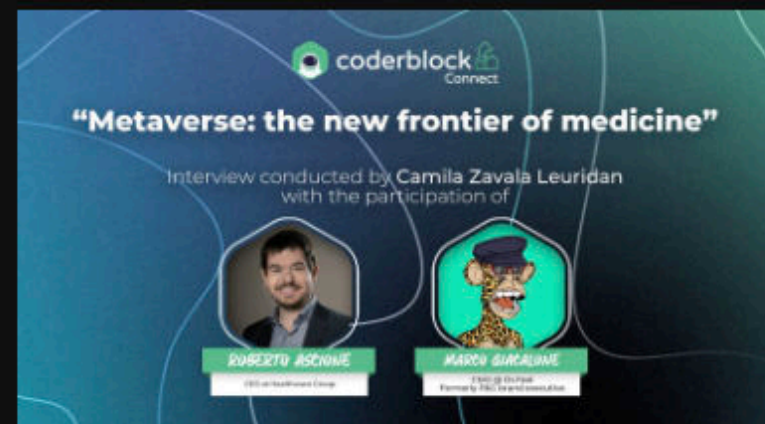


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Main Stage

17:00 (CEST)

## Metaverse: the new frontier of medicine

A panel with **Roberto Ascione** (CEO at Healthware Group) and **Marco Giacalone** (Currently CMO @ Dr.Feel, formerly P&G brand executive) about virtual world as the future of healthcare: how digital health will unleash a human-sized future for a more accessible, ubiquitous and sustainable healthcare.



Main Stage

17:45 (CEST)

## Metaverse and Digital Lands: a step-by-step guide

**Carmine Montemurro** (Founder at Studio Unique) explains business opportunities connected to the virtual real estate market.





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Main Stage  
15:00 (CEST)

## Lavorare nel metaverso: prospettive e opportunità nel futuro

New technologies and job market: what are the new professional roles of the future. The panel will involve **Guido Penta** (Tech Recruiter at Polaris Engineering), **Elisa Laezza** (LinkedIn Sales Manager) and **Dario Franzosi** (Talent Acquisition & Social Recruiting Manager).



Main Stage  
15:30 (CEST)

## Metaverso: come rendere l'innovazione sostenibile

An in-depth look at the new frontiers of renewable energies with **Fabrizio Virtuani** (Head of Innovation, Technology, and Information Services at Gruppo TEA Spa), **Pietro Antonio D'Alema** (General Manager at SILEA Spa) and **Paolo Magni** (Innovation Manager at Gruppo Enercom).





THURSDAY, DECEMBER

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**Main Stage**  
16:00 (CEST)

## Il futuro dei brand nel metaverso

From Web2 to Web3: let's talk about the evolution of brand digital strategies inside the metaverse with **Sara Noggler** (CEO at Polyhedra | Web3 & Metaverse Advisor).



**Main Stage**  
16:30 (CEST)

## Innovazione tecnologica: come cambiano i modelli di business e il mondo del lavoro

The entry of Artificial Intelligence into the world of work generates the need for greater legal protection for workers, especially those operating in the digital field. Let's talk about it with **Alessandro Lombardo** (Head of Strategy & Creativity in 15 seconds, digital marketing area of BTO Research) and **Martina Nicolino** (Digital Lawyer and member of Fare Digitale).





**Main Stage**  
**15:00 (CEST)**

## Metaverso: perché investire nel Web3?

**Matteo Bonfanti** (Key Partner Venture Capital - Kairos Partners SGR) and **Mariano Spalletti** (Country Director at Qonto Italy) in a panel about success startups and venture capital field application in the metaverse.



**Main Stage**  
**15:30 (CEST)**

## The Innovation Paradox

What's the real meaning of innovation? **Andrea Solimene** (Co-Founder & CEO at Seedble) talks about the main paradoxes about innovation management.



**Main Stage**  
**16:00 (CEST)**

## Diritti di proprietà intellettuale e rischi di contraffazione nel metaverso

**Cesare Galli** (Founding Partner and Managing Partner di IP LAW GALLI S.r.l.) talks about "Intellectual Property Rights and Counterfeiting Risks in the Metaverse".





**Main Stage**  
**16:20 (CEST)**

## Il futuro del training journey tra fisico e digitale

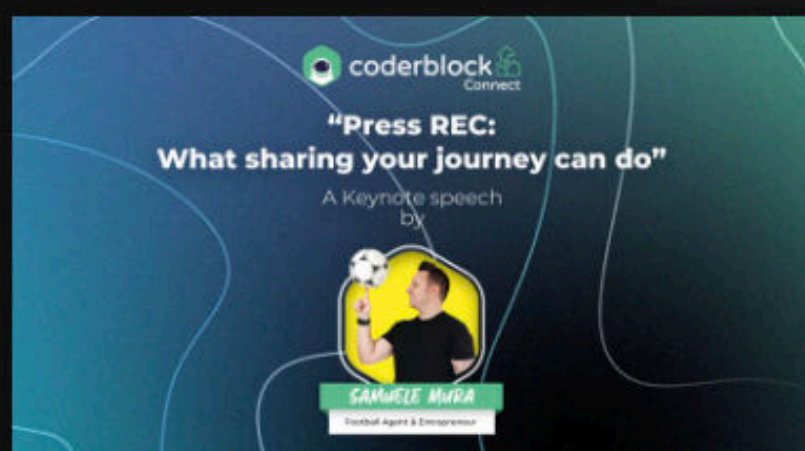
Let's talk about the future of the training journey between physical and virtual world with **Daniele Cavalieri** (Founder & GM at Cavalieri Retail).



**Main Stage**  
**17:00 (CEST)**

## Osservatorio nazionale sulle tecnologie DLT/Blockchain IBNO

**Jessica Rota** (IBNO Partnership Director) share with us the actual results of the Italian Blockchain Observatory.



**Main Stage**  
**17:35 (CEST)**

## Press REC: What sharing your journey can do

How your life can change if you press REC? **Samuele Mura**, Football Agent - Entrepreneur - Ceo & Founder of Traslo Service Limited & Edith Media, tells his story and how his life have changed.



See you in



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