Strategic Networking and the opportunities of Made in Italy

February 5th 2016
At LUISS Business School we believe education is about more than just what you learn, it is about how you think.

We tried to make the School an ideal place to foster the “can-do attitude”, to develop an entrepreneurship mindset, social growth, to boost an international approach to business.

For over thirty years LUISS BS has continued to help its students in reaching their career goals, meeting the ever changing needs of the global business community. The MBA is a unique learning environment through heterogeneous backgrounds and diversified skills.

We all know that attending an MBA is a unique experience that requires full commitment, it is an intense path that takes most of your time and energies and it is made of challenges, deadlines, all-night-long studying, tough training days, exams, projects, team work, expectations, self-control, resilience and more. At the same time it represents opportunity, friendship, networking and passion, but most of all it allows you to **make your dreams come true**.

We are always by your side.
The Event

The event will offer MBA Alumni the opportunity to return to campus to celebrate their lifelong bond with fellow classmates and the School. The weekend will also offer a special opportunity to connect with classmates and members of LUISS Business School community and to live the magic environment of Rome.

STRATEGIC NETWORKING AND THE OPPORTUNITIES OF THE MADE IN ITALY

On February 5th we will celebrate our special event through the focus on some of the most relevant and important key successful factors of our School: entrepreneurship, network and made in Italy.

A depth on the strategic networking and the personal branding thanks to the support of a very special guest such as Afonso Rebelo de Sousa, Content Marketing Evangelist at LinkedIn, who will talk about the network concept and how to build and keep successfully relations; an amazing case history of the made in Italy that wins in the world thanks to the contribution of Oscar Farinetti, CEO and Founder of Eataly, who was able to design, launch and successfully lead a company in a very short term (Eataly was founded in 2007) and to become an icon of the made in Italy in the world.

The event will also be the opportunity to talk about very important news on LUISS Business School Alumni and an important charity project.

Then, we will all move to Officine Farneto, a beautiful set for the Gala Dinner where you will meet many other special guests, such as C-levels and top executives of big Corporations who will do a short speech about leadership and success.
In 2005 Enrico Del Debbio, Italian architect and university professor, re-designed the warehouse barrack of the Foro Italico complex. A building that has been renovated and used for different purposes during the years.

The restorative measures focused purely on the enhancement of its original structure. The space has been used to highlight the representative elements of the personalities that the building assumed over the years.

Today the building, called Officine Farneto, is used for complementary and convergent activities, and benefits from a very special setting in the center of Monte Mario Park.
The Programme

**Aula Magna Mario Arcelli, LUISS Business School**

00198 Rome, Italy

**Via dei Monti della Farnesina, 77**

00135 Rome, Italy

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>14:00</td>
<td>Registration</td>
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<tr>
<td>14:30</td>
<td>Welcome speech, <em>LUISS Guido Carli University</em></td>
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<td>14:45</td>
<td>Opening Speech, Paolo Boccardelli, <em>Dean, LUISS Business School</em></td>
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<td>15:00</td>
<td><strong>FIRST SESSION</strong></td>
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<td>15:00</td>
<td>Strategic Network and Personal Branding, Afonso Rebelo de Sousa, <em>Content Marketing Evangelist at LinkedIn</em></td>
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<td>16:00</td>
<td>The new opportunity of LUISS BS network, <em>Graduway and LUISS BS Alumni</em></td>
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<td>16:15</td>
<td>LUISS BS and the Social growth: The house of Marietou Project, Francesco Rullani, <em>Head of LUISS ERS Hub</em></td>
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<td>16:30</td>
<td>Conclusions, Raffaele Oriani, <em>MBA Director, LUISS Business School</em></td>
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<td>16:45</td>
<td><strong>SECOND SESSION</strong></td>
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<td>17:15</td>
<td>Italy leads the world, Oscar Farinetti, <em>Founder and CEO, Eataly</em></td>
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<td>18:15</td>
<td>Open Questions, Raffaele Oriani, <em>MBA Director, LUISS Business School</em></td>
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<td>18:45</td>
<td>Conclusions, Paolo Boccardelli, <em>Dean, LUISS Business School</em></td>
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<td>19:00</td>
<td>Greetings and award, Luigi Abete, <em>President, LUISS Business School</em></td>
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**Officine Farneto**

00135 Rome, Italy

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<tr>
<td>19:30</td>
<td>Gala Dinner</td>
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Invited Speakers

AFONSO REBELO DE SOUSA
Content Marketing Evangelist at LinkedIn

OSCAR FARINETTI
Founder and CEO at Eataly

MAXIMO IBARRA
CEO Wind-3 Italia

DONATO IACOVONE
President EY EMEA Region

FABIO LAZZERINI
Country Manager Italy FLY EMIRATES

NUNZIO MIRTILLO
President of Region Mediterranean at Ericsson

MARCO MORELLI
Vice Chairman Europe Middle East Africa GCIB

NICOLA CINIERO
CEO IBM Italy

AGOSTINO SANTONI
CEO CISCO Italy

CARLO PAPA
President Fondazione Enel

MONICA MAGGIONI
President RAI

FRANCESCO SPERANDINI
CEO GSE

FRANCESCO CASOLI
President ELICA Group

SAMM KAHALE
President Southern Europe P&G

RICCARDO MONTI
President ICE

CHEMA BASTERRECHEA
CEO NH Hotel Group Italy

GIOVANNI MALAGÒ
President CONI

GIUSEPPE RECCHI
President TELECOM ITALIA

LUIGI DE VECCHI
Chairman Europe - Corporate and Investment Banking CITI

Guest speakers agenda could be modified according to speakers’ schedules.
How to participate

WE OFFER DIFFERENT OPTIONS TO EXPERIENCE THE 25TH ANNIVERSARY REUNION:

- Sessions
- Gala Dinner

FEE 200 EUR

- Alumnus
- Sessions
- Gala Dinner

FEE 250 EUR

- Guest (not alumnus)
- Gala Dinner

FEE 300 EUR

- Alumnus
- Sessions
- Gala Dinner
- Accommodation

FEE 400 EUR

- Guest (not alumnus)
- Gala Dinner
- Accommodation

We are glad to welcome your guests, for organisational reason we accept only one guest per person.

Guests are not required to be LUISS BS alumni. The fee includes accommodation for February 5th.

Once you have chosen the solution that best suits you:

1. Go to www.mba.luiss.edu/reunion25thanniversary
2. Fill-out the registration form and upload the copy of payment
3. The registration is complete once the copy of the payment will be uploaded through the form

Do not hesitate to contact us for any further information, we will be more than happy to help.

* BANK ACCOUNT DETAILS

ACCOUNT HOLDER: LUISS Guido Carli – Divisione LUISS Business School  
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BIC/SWIFT: unicritm1c27

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