

4 worlds of happiness

Future Vision Workshops 2023 / Program

COMMUNICATION TRENDS: OPPORTUNITIES FOR HAPPY ENGAGEMENTS | October 13th, 2023

MORNING

- 9.30 – 10.00 **Introduction to the day. From English *Happiness: happiness as an opportunity to be seized*.**
By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Trust & Truth paradigm:** the phenomena of Authenticity between leadership and communication,
by Linda Gobbi and Francesco Morace
- 10.30 – 11.45 **The 3 communication trends that focus on the future to be:** Enabling Storydoing, Generative AI Expansion and
Comunicare CivilMente. By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Break**
- 12.00 – 12.45 **The corporate citizenship programme «P&G for Italy».** Testimony of Riccardo Calvi, Head of communications P&G Italia
- 12.45 – 13.00 Questions and debate
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 15.45 **Codes and languages for different generations.** New orientations in the communication scenario. The TechTweens (9-12 years old), the ExperTeens (16-19 years old), the Mind Builders (55-69 years old).
By Linda Gobbi, Isabella Guaitoli and Francesco Morace
- 15.45 – 16.15 **The scenario of communication: *Scrivere Civile*.** Testimony of Paolo Iabichino.
- 16.15 – 16.30 **Conclusions and map of communication trends,** by Linda Gobbi and Francesco Morace