



# HOPES & NEW ALLIANCES

## PROGRAM

FUTURE VISION WEBINARS 2021

### OCTOBER 6th | THE PRINCIPLE OF HOPE - REGENERATION

#### MORNING

- 9.30 – 10.00 **The principle of hope - regeneration.** By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Trust & Truth paradigm: Maintenance of language** By Francesco Morace
- 10.30 – 11.00 **What is Brand Podcasting?** Dialogue between Marzia Tomasin and Rossella Pivanti
- 11.00 – 11.45 **The trends of regenerated communication. Brand Integrity, H.I. & A.I, UltraWitness.** By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Break**
- 12.00 – 13.00 **The alliance between communication, language and social participation.** Dialogue between Ivano Dionigi (Words that lengthen life), and Vera Gheno (Words against fear). Introduced by Marzia Tomasin, moderated by Francesco Morace.
- 13.00 – 14.30 **Lunch break**

#### AFTERNOON

- 14.30 – 15.00 **Time and space in the world to come.** Generation Z regenerates the market and society by Linda Gobbi
- 15.00 – 15.30 **The case study of Aboca. Regained breath.** Testimony of Valentino Mercati (Founder Aboca)
- 15.30 – 16.00 **Laboratory.** Alessandra De Luca and Sara Loffredi tell of *l'Esattezza* by Italo Calvino
- 16.00 – 16.30 **What regeneration in the world of media?** Dialogue between Paolo Iabichino and Lidia Ravera
- 16.30 – 17.00 **Conclusions** By Linda Gobbi and Francesco Morace