

**MORNING**

- 9.30 – 10.00 **Introduction to the day. Repair and Reciprocity in the challenge of engagement.**  
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 trends of engagement. MySelf Engagement, PluriVerse Media, CreEconomy Activation**  
By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Break**
- 12.00 – 12.45 **The case of Fastweb case and the project *Tu sei futuro*** presented by Roberta Artuso (Brand Empowerment Coordinator - Fastweb) and Michele Sarzana (Head of Brand & Communication - Fastweb)
- 12.45 – 13.00 Questions and debate
- 13.00 – 14.00 **Lunch break**

**AFTERNOON**

- 14.00 – 15.30 **Codes and languages for the different generations.** New orientations in the scenario of communication.  
**Instant Engagement** (TechTweens), **Passion Engagement** (ExperTeens), **Overall Engagement** (Mind Builders).  
By Linda Gobbi and Francesco Morace
- 15.30 – 16.15 **The evolution of on-pack communication.** The supermarket shelf reveals how our culture has changed.  
By Francesco Buschi (Future Brand)
- 16.15 – 16.30 **Conclusions and map on the communication of the Rebirth,** by Linda Gobbi and Francesco Morace