

Programma WIM 2024

20.21.22 NOVEMBRE 2024

Main sponsor



Agenzia Generale
di Firenze Rifredi

Con la collaborazione di



20 novembre

DAY 01 MERCOLEDÌ

ORE 14:00 - 14:45

Registrazione e ritiro badge
@ Camera di Commercio di Firenze

ORE 15:00 - 15:30

Apertura della 6° edizione WIM - Saluti istituzionali

ORE 15:30 - 16:30

Leaders' Talk
Marcella Cecere, Direttrice
Momentum Events
Paolo Barletta, Owner & CEO Arsenale

ORE 16:30 - 17:20

Experts' Talk
Anna Frascisco, Owner & CEO Anna Frascisco
Alessandra Pirola Baietta, Owner & CEO Alessandra Pirola Baietta Event&Wedding
Simon Thompson, Program Manager Swiss Hotel Management School
Giovanni Sparacio, Giornalista Elle Spose
Fernando Pane, General Manager Villa Medici - Sina Hotels
Paola Pizzo, Direttrice Sposi Magazine

ORE 17:20 - 17:30

Speech
Keith Roberts, Professional
Speaker & Mentor

ORE 17:30 - 18:15

Aperitivo con *Il Sorriso*
@ Camera di Commercio di Firenze

ORE 20:00 - 22:30

Networking Business Cocktail
@ Palazzo Gondi

21 novembre

DAY 02 GIOVEDÌ

ORE 8:30 - 9:15

Welcome Coffee
@ Camera di Commercio di Firenze

ORE 9:15 - 12:00

Networking Experiential Activities
by Arno Travel & Event Design

ORE 12:30 - 14:00

Light Lunch @ Hotel Number Nine

ORE 14:00 - 14:30

Termine Light Lunch e ritorno
@ Camera di Commercio di Firenze

ORE 14:30 - 14:45

Introduzione Tavole Rotonde
Tommaso Corsini, WIM Founder

ORE 14:45 - 15:30

Tavola Rotonda State of the Industry:
post rebound, competitività, innovazione
Tommaso Corsini, WIM Founder

ORE 15:30 - 16:15

Tavola Rotonda Concious Events:
destagionalizzazione, delocalizzazione,
sostenibilità
Angelo Garini, Owner & CEO Angelo
Garini Immagina

ORE 16:15 - 17:00

Tavola Rotonda Marketing & Communication:
strategia di comunicazione, obbiettivi
e monitoraggio, comunicare nel
destination wedding
Paola Pizzo, Direttrice Sposi Magazine

ORE 17:00 - 17:30

Conclusioni

ORE 19:15

Transfer Gala Dinner
Firenze - Villa Corsini a Mezzomonte

ORE 20:00 - 23:00

Gala Dinner @ Villa Corsini a Mezzomonte

22 novembre

DAY 03 VENERDÌ

ORE 9:00 - 9:30

Welcome Coffee
@ Camera di Commercio di Firenze

ORE 9:30 - 11:00

Studi aggiornati di mercato

9:30 Sinerbit presenta: Termometro
Digitale "La web reputation
della Toscana all'interno del mercato
del Destination Wedding & Events
mondiale"
Lorenzo Mosti, Digital Strategist Sinerbit

10:00 Data Appeal presenta: AI & Big
Data "Sentiment della Destinazione"
Marco Ciabatti, Sales Account Executive
Data Appeal

10:30 Thrends presenta:
Wedding & Private Events "valore
del comparto oggi e scenari"
Giorgio Ribaudo, Managing Director
Thrends e *Andrea Agazzani*, Head
of Market Research Thrends

Commento sulle Ricerche
Elisa Mocchi, Elisa Mocchi Events
Tommaso Corsini, WIM Founder

ORE 11:00 - 11:30

Case Studies

Costanza Giacconi, Owner e CEO
Bianco Bouquet
Tonio Sgueglia, Owner e CEO Castello
Di Rocca Cilento

ORE 11:30 - 12:30

Strategy & Motivational Speech
Keith Roberts, Professional Speaker
& Mentor

ORE 13:00 - 15:00

Farewell Light Lunch
@ Teatro del Sale - Cibrèo

Con il Patrocinio di



WE INSPIRE MEMORIES

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20th november

DAY 01 WEDNESDAY

H 2:00 H- 2:45 PM

Registration and badge pick-up
@ Chamber of Commerce of Florence

H 3:00 PM - 3:30 PM

Opening of the 6th edition of WIM - Formal
greetings

H 3:30 PM - 4:30 PM

Leaders' Talk
Marcella Cecere, Director of
Momentum Events
Paolo Barletta, Owner & CEO Arsenale

H 4:30 PM - 5:20 PM

Experts' Talk
Anna Frascisco, Owner & CEO Anna
Frascisco
Alessandra Pirola Baietta, Owner & CEO
Alessandra Pirola Baietta Event&Wedding
Simon Thompson, Program Manager
Swiss Hotel Management School
Giovanni Sparacio, Journalist Elle Spose
Fernando Pane, General Manager Villa
Medici - Sina Hotels
Paola Pizzo, Director of Sposi Magazine

H 5:20 PM - 5:30 PM

Speech
Keith Roberts, Professional Speaker & Mentor

ORE 5:30 - 6:15

Aperitivo con *Il Sorriso*
@ Chamber of Commerce of Florence

H 8:00 PM - 10:30 PM

Networking Business Cocktail
@ Palazzo Gondi

21st november

DAY 02 THURSDAY

H 8:30 AM - 9:15 AM

Welcome Coffee
@ Chamber of Commerce of Florence

H 9:15 AM - 12:00 PM

Networking Experiential Activities
by Arno Travel & Event Design

H 12:30 PM - 2:00 PM

Light Lunch @ Hotel Number Nine

H 2:00 PM - 2:30 PM

End of Light Lunch and way back
@ Chamber of Commerce of Florence

H 2:30 PM - 2:45 PM

Round Tables introduction
Tommaso Corsini, WIM Founder

H 2:45 PM - 3:30 PM

State of the Industry Round Table:
Post Rebound, Competitiveness, Innovation
Tommaso Corsini, WIM Founder

H 3:30 PM - 4:15 PM

Conscious Events Round Table:
Deseasonalization, outsourcing, Sustainability
Angelo Garini, Owner & CEO Angelo
Garini Immagina

H 4:15 PM - 5:00 PM

Marketing & Communication Round Table:
communication strategy, objectives
and monitoring, communicating in
destination wedding
Paola Pizzo, Director of Sposi Magazine

H 5:00 PM - 5:30 PM

Conclusions

H 7:15 PM

Transfer pick-up Gala Dinner
Florence - Villa Corsini a Mezzomonte

H 20:00 - 23:00

Gala Dinner @ Villa Corsini a Mezzomonte

22nd november

DAY 03 FRIDAY

H 9:00 AM - 9:30 AM

Welcome Coffee
@ Chamber of Commerce of Florence

H 9:30 AM - 11:00 AM

Updated market research

9:30 AM Sinerbit presents:
Digital Thermometer "The web
reputation of Tuscany within the global
Destination Wedding & Events market"
Lorenzo Mosti, Digital Strategist
Sinerbit

10:00 AM Data Appeal presents:
AI & Big Data "Destination Sentiment"
Marco Ciabatti, Sales Account
Executive
Data Appeal

10:30 AM Thrends presents:
Wedding & Private Events "The value of
the sector today and future scenarios"
Giorgio Ribaldo, Managing Director
Thrends and *Andrea Agazzani*, Head
of Market Research Thrends

Comment on the Research
Elisa Mocci, Elisa Mocci Events
Tommaso Corsini, WIM Founder

H 11:00 AM - 11:30 AM

Case Studies

Costanza Giaconi, Owner e CEO
Bianco Bouquet
Tonio Sgueglia, Owner e CEO Castello
Di Rocca Cilento

H 11:30 AM - 12:30 PM

Strategy & Motivational Speech
by *Keith Roberts*, Professional Speaker
& Mentor

H 1:00 PM - 3:00 PM

Farewell Light Lunch
@ Teatro del Sale - Cibrèo

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