

# SPORT TRA SPETTACOLO ED ENTERTAINMENT

Cerimonie, Sport Production, Live Show:  
nuove professioni, nuovi scenari, nuove opportunità

9 - 13 Ottobre 2017

*Roma, Centro di Preparazione Olimpica Giulio Onesti - Aula 6*

<b>Lunedì 9 Ottobre 2017</b>		
11.00 - 11.30	Accoglienza e accredito dei partecipanti	
11.30 - 11.45	Saluto e apertura del Corso	Rossana Ciuffetti
11.45 - 12.00	Presentazione del Corso Nuovi scenari, nuove opportunità	Andrea Francisi
12.00 - 13.00	Live communication: comunicare per eventi Dalle Piramidi allo sharing	Alfredo Accatino
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 17.30	La cultura degli eventi Mercato scenari professioni. Il ruolo dell'agenzia	Alfredo Accatino
<b>Martedì 10 Ottobre 2017</b>		
9.30 - 13.00	Il mondo paralimpico. Storia e identità Le cerimonie paralimpiche Il Comitato sportivo	Claudio Arrigoni
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 17.30	Il protocollo delle cerimonie	Daniela De Rosa
<b>Mercoledì 11 Ottobre 2017</b>		
9.30 - 13.00	Sport production Case histories	Andrea Celi Fabio Vaccarella Guest: SMI
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 17.30	Sport production Esercitazioni	Andrea Celi Fabio Vaccarella Guest: SMI

**Giovedì 12 Ottobre 2017**

9.30 - 13.00	<b>Comitato e organizzazione di manifestazioni internazionali</b> La candidatura Le relazioni istituzionali Dossier e presentazioni La partenza del progetto	Roberto Daneo
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 17.30	<b>Case histories</b>	Roberto Daneo

**Venerdì 13 Ottobre 2017**

9.30 - 13.00	<b>Marketing dello sport</b> Nuovi scenari, mercato e nuove opportunità Le frontiere del business Le leve di reddito Contratti e sponsorizzazioni	Stefano Saporetti
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 17.30	<b>Marketing dello sport</b> <b>Strumenti e case histories</b>	Stefano Saporetti

## Relatori, Tecnici ed Esperti partecipanti ai lavori

<i>Rossana Ciuffetti</i>	<i>Director of “Scuola dello Sport Coni Servizi”.</i>
<i>Andrea Francisi Chief Operating Officer</i>	<i>Member of the Turin 2006 Olympic Organizing Committee as Venue Manager of the Olympic stadium, where he organized the Opening and Closing ceremonies of the two events. Head of Venue Management at the Turin Olympic Park and managed 4 venues during the Winter Universiade of 2007. Organizing of the Figure Skating World Cup. Sledge and Bobsledding World Cup. Basketball Eurocup and Eurolega Finals. Short Track World Cup. Fencing World Cup. Italian Pavilion at Yeosu Expo 2012 in Korea. Executive Producer of the UEFA Champions League Final Ceremony (2015 and 2016). UEFA Euro 2016 Ceremonies. Part of the 2016 Rio Olympic and Paralympic executive team.</i>
<i>Alfredo Accatino Chief Creative Director</i>	<i>Flag Handover in Salt Lake City 2002. Author of the Olympic and Paralympic Ceremonies in Turin 2006. Mediterranean Games Ceremonies. Dubai World Cup. Endurance World Championship Dubai. Taekwondo European Championship Ceremony. Creative Director, author of the Ceremonies and events for Expo Milano 2015. He was also part of the 2016 Rio Olympic and Paralympic executive team.</i>
<i>Andrea Celi</i>	<i>Creative Director, Content manager, Coordinator, Author in Filmmaster Events</i>
<i>Fabio Vaccarella</i>	<i>Assistente di produzione, Assistente creativo, Copy strategist. Giornalista Pubblicista in Filmmaster Events</i>
<i>Daniela De Rosa Protocol &amp; International Relation Advisor</i>	<i>Project Manager of the ‘Sports at the Service of Humanity’ Summit United Nations, IOC and the Vatican, 2016. Hospitality Senior Manager of Iluka at Rio 2016. Deputy Head of Protocol at the Doha Film Festival 2015 . Hospitality and Events Senior Manager at the USA Pavillion - Expo 2015. International Relations Senior Manager of Madrid 2020 Bidding Committee. Protocol and International Relations Director for the Secretary of State for Sport, Italian Government from 2009 to 2011. Protocol and Hospitality Services for the Olympic Games of Beijing 2008 and Vancouver 2010. International Relations &amp; Protocol Director of the 2009 FINA World Swimming Championship. International Relations &amp; Protocol Director at the 2009 Mediterranean Games. Domestic Dignitary Programme Manager at TOROC (Torino 2006 Olympic Games Organizing Committee). International Dignitary Programme Deputy Manager ATHOC (Athens 2004 Olympic Games Organizing Committee. Officer at the Italian Ministry of Foreign Affairs from 1981 to 1999.</i>
<i>Claudio Arrigoni</i>	<i>Giornalista della Gazzetta dello Sport, collabora con varie testate, tra cui Corriere della Sera e RAI. Ha seguito sette edizioni della Paralimpiade estiva (da Barcellona nel 1992 a Rio de Janeiro nel 2016) e quattro di quella invernale (da Lillehammer 1994 a Sochi nel 2014). Ha lavorato per ANSA, Sky e Mediaset. È stato direttore di Tele+, SkySport, GiocoCalcio e Gazzetta TV, e attualmente dirige DM e Notiziario, riviste di UILDM e FIE. È stato consulente per la comunicazione del comitato organizzatore dei Giochi Paralimpici Invernali a Torino. Nel 2001 ha vinto il Premio CONI-USSI per l'ideazione del programma <b>Sporthandicap</b> su Tele+. Ha pubblicato <b>Paralimpici</b> (Hoepli 2006; 2012).</i>
<i>Roberto Daneo</i>	<i>Founding Partner per WePlan Srl. Marketing and tourism development projects, ADHOC Culture s.r.l.: Bracco S.p.A.: Personal Advisor to Ms. Diana Bracco, President of Expo Milano 2015, Commissioner General for the Italy Pavilion and Vice-President of Confindustria City of Milan: Planning and monitoring the City Operations programme</i>

	<p><i>City of Venice: Feasibility Study for the bid of Venice and Region for the European Capital of Culture 2019</i></p> <p><i>Dubai Expo 2020 Bidding Committee: Advisor for the preparation of the Bidding Dossier and for the organisation of all the official events to promote the Expo v/s the BIE</i></p> <p><i>Expo Milano 2015 S.p.A: Feasibility study for the creation of a Sustainable Development Centre as a part of the legacy of Expo 2015</i></p> <p><i>Filmaster Group, Milano: Expo Yeosu 2012: member of the Filmaster team participating in the international selection process for the Daily Entertainment Show - 2nd in the final ranking; Rio 2016 Olympic Games: member of the Filmaster participating in the international selection process for the production and executive management of ceremonies and major events - 1st in the final ranking; London 2012 Organising Committee - LOCOG: training seminar on the City Operations programme as IOC Expert</i></p> <p><i>McKinsey Belgium, Bruxelles: Senior Advisor for the preparation of a Feasibility Study for the bid of the City of Liège for the 2017 International Expo. Advisor for the preparation of the Bidding Dossier and the official events to promote the Expo v/s BIE, Société Expo Liège 2017 s.c.r.l.</i></p> <p><i>Marketing and tourism development projects for Sviluppo Piemonte Turismo; Sondrio Chamber of Commerce; Union of Chambers of Commerce in Lombardy; Varese Chamber of Commerce, Pavia Chamber of Commerce, Cremona Chamber of Commerce.</i></p> <p><i>University Professor, IULM University, Milan : Professor of "Management of cultural organisations" Bocconi University, Milan: Professor of Organisation of large events".</i></p> <p><i>Managing Director, Bidding Committee for the Milano 2015 World Expo Authority Relations Managing Director, TOROC: Relations with public authorities and local associations, Development and coordination of a City and Mountain Operation programme.</i></p> <p><i>Olympic education programme in schools, Special projects with a social content (Corporate Social Responsibility, Olympic Truce Programme, Interfaith Committee.</i></p>
Stefano Saporetti	<p><i>C.O.O. Football, SEG International, the major player in the sports and entertainment business; Head of Brand Operations, Ferrari S.pA; Head of Licensing, Ferrari Spa; Licensing &amp; Retail Manager, America's Cup Management; Licensing Business Development Manager, Torino 2006 Licensing Manager, Venue Co-ordinator, TEAM AG - UEFA Marketing agency for UCL.</i></p>