

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

Lunedì 9 Ottobre 2017 MODULO A - CERIMONIE		
11.00 - 11.15	Accoglienza e accredito dei partecipanti	
11.15 - 11.30	Saluto e apertura del Corso	Rossana Ciuffetti
11.30 - 12.30	Introduzione e presentazione del Corso	Alfredo Accatino
12.30 - 13.30	La cultura degli eventi	Alfredo Accatino
13.30 - 14.30	<i>Pausa pranzo</i>	
14.30 - 15.30	Sport & Show	Alfredo Accatino
15.30 - 17.00	La cultura delle cerimonie	Alfredo Accatino
17.00 - 18.30	Protocollo olimpico	Daniela de Rosa
Martedì 10 Ottobre 2017 MODULO A - CERIMONIE		
9.30 - 11.30	Protocollo delle cerimonie	Daniela de Rosa
11.30 - 13.00	Le altre cerimonie: mondiali ed europei Cultura paralimpica	Andrea Varnier - Andrea Francisi - Alfredo Accatino
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 15.30	Il progetto creativo delle cerimonie	Alfredo Accatino - Adriano Martella
15.30 - 17.00	Il progetto produttivo delle cerimonie	Andrea Varnier - Andrea Francisi - Valentina Colarusso
17.00 - 18.30	La gestione delle sponsorizzazioni	Andrea Francisi
Mercoledì 11 Ottobre 2017 MODULO B - SPORT PRODUCTION		
9.30 - 11.30	Project management & delivery	Andrea Francisi - Valentina Colarusso

11.30 - 13.00	Direttore di produzione e direttore tecnico Budget & scheduling	Andrea Francisi - Valentina Colarusso
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 15.30	Comunicazione, leadership, negoziazione, team building, problem solving	Andrea Francisi - Valentina Colarusso
15.30 - 17.00	Sport production: lo scenario internazionale	Andrea Francisi - Adriano Martella
17.00 - 18.30	Il mondo del calcio	Andrea Francisi - Adriano Martella
Giovedì 12 Ottobre 2017 MODULO B - SPORT PRODUCTION		
9.30 - 11.30	Sport e masse: gli altri grandi bacini, il viaggio nei simboli	Andrea Francisi - Adriano Martella
11.30 - 13.00	Sport production e stadi Sport production on the road	Andrea Francisi - Adriano Martella
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 15.30	Live interaction	Alfredo Accatino - Daniele Lofaro
15.30 - 17.00	Nuovi format	Alfredo Accatino - Daniele Lofaro
17.00 - 18.30	Testimonianze le nuove professioni	Alfredo Accatino - Daniele Lofaro
Venerdì 13 Ottobre 2017 BRIEF E LABORATORIO		
9.30 - 11.30	Brief: realizzazione di un progetto operativo con due squadre: cerimonie e sport production	Daniele Lofaro
11.30 - 13.00	Laboratorio	Daniele Lofaro
13.00 - 14.00	<i>Pausa pranzo</i>	
14.00 - 15.30	Laboratorio	Daniele Lofaro
15.30 - 17.00	Laboratorio	Daniele Lofaro
17.00 - 18.30	Laboratorio	Daniele Lofaro

Relatori, Tecnici ed Esperti partecipanti ai lavori

Rossana Ciuffetti	<i>Director of “Scuola dello Sport Coni Servizi”.</i>
Alfredo Accatino Chief Creative Director	<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>
Daniela De Rosa Protocol & International Relation Advisor	<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 & Protocol Director of the 2009 FINA World Swimming Championship. International Relations & 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>
Andrea Varnier CEO Filmmaster Events	<i>CEO at Cermônias Cariocas 2016. in charge of the the Olympic and Paralympic Opening and Closing Ceremonies, Olympic and Paralympic Torch Relays, and the Olympic and Paralympic Team Welcome Ceremonies and Live Sites. Director of Events and Ceremonies of the 2006 Turin Winter Olympics Games organizing committee. Consultant of the International Olympic Committee (IOC) in various projects, including the 2008 Beijing Olympic Games ceremonies. 2008-2011 Managing Director of GL Events Italy.</i>
Andrea Francisi Chief Operating Officer	<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>

<p>Valentina Colarusso Senior Project Manager</p>	<p><i>UEFA Champions League Final 2017 Opening Ceremony. Khalifa International Stadium Inauguration, Qatar 2017. EURO 2016 Opening and Closing Ceremonies. UEFA Champions League Final Opening Ceremonies 2015 and 2016. Opening Show for the American's Cup World Series Naples 2012. Turkmenistan 20th Year Anniversary 2011.</i></p>
<p>Adriano Martella Associate Creative Director</p>	<p><i>Opening Ceremony for the Dubai world Cup 2009. Opening Ceremony of the new Juventus Stadium in 2011. Opening and Closing Ceremonies of UEFA Euro 2012 Poland and Ukraine. Opening Show for the America's Cup World Series Naples 2012. Presentations Coordinator for the Olympic and Paralympic Ceremonies of the Sochi 2014 Winter Games. Sochi 2014 Games Ceremonies to the conceptualization of the Italian Pavillon at the EXPO Milano 2015.</i></p>