

Mega Trends 4 Financial Services

Banking & Insurance

Exploring the Future to improve Customer Engagement and Innovation

Milan, 21st May 2014
Melià Milano Hotel

Program

08:45 Registration and welcome coffee

09:15 Conference opening and CONVERSATION with “**Brett King**”, Founder, **Movenbank**
Brett King is a global bestselling author, a well known futurist and speaker, the host of the "BREAKING BANK\$" Radio Show on Voice America (an Internet Talk Radio Network with over 9 million monthly listeners) and the founder of the start-up "Moven". King was voted as American Banker's Innovator of the Year in 2012, and was nominated by Bank Innovation as one of the Top 10 "coolest brands in banking".

09:45 TALK SHOW – Brett King with CEOs on “*The Future of Financial Services*”

Key speakers

Domenico Siniscalco, Vice Chairman, Country Head of Italy, **Morgan Stanley**

Damiano Castelli, CEO, **Ing Direct Italia**

Roberto Ferrari, DG, **CheBanca!**

Jamie Brown, Managing Director International, **Direct Line Group**

10:45 Coffee Break

11:15 THINK TANK – Parallel Sessions

<u>Session 1</u>	<u>Session 2</u>	<u>Session 3</u>	<u>Session 4</u>	<u>Session 5</u>
DISTRIBUTION & PARTNERSHIP	CRM & BIG DATA INTELLIGENCE	DIGITAL SYSTEMS & MODELS	SOCIAL & DIGITAL ENGAGING	INFORMATION SECURITY & BUSINESS CONTINUITY
Speakers <i>Vincenzo Grimaldi, Direttore Operativo, Carrefour Banque</i> <i>Piero Massimo Andreoni, DG, Avipop Assicurazioni & Vita</i>	Speakers <i>Alessandro Colafranceschi, SVP, Head Global Online & Mobile Banking, Unicredit</i> <i>Luca Falco, CIO, Gruppo Banca Carige</i>	Speakers <i>Riccardo Becagli, Resp. Customer Development, Hello Bank</i> <i>Milo Gusmeroli, CIO, Banca Popolare di Sondrio</i>	Speakers <i>Marco Marazia, Direttore Commerciale e Marketing, Widiba</i> <i>Nadia Nonis, Head of Customer Experience, Deutsche Bank</i>	Speakers <i>Simone Azzalini, CIO, Allianz Italia*</i> <i>Claudio Tancini, Vicepresidente, ClubTi Milano</i>

*Business International – Il seguente programma è provvisorio, ad uso interno e suscettibile di variazioni. I nomi dei relatori sono confidenziali fino alla stesura del programma definitivo.

13:30 Conference buffet

14:30 **PLENARY SESSION – *What’s going on* in financial markets?: the new player’s top insights predictions for 2014 and beyond**

Chairman: Guido Romeo, Data and business editor, Wired Italy

Key Speakers

Martin Angioni, AD, Amazon Italia*

Speaker to be defined, PayPal

Speakers to be defined, Google Italia

15:30 Panel discussion

16:00 Q&A with Brett King

16:30 End of the event