

ROME

27 - 28 November 2014
Pontificia Università Urbaniana



EXPERIENCE SOCIAL DESIGN



*Future Trends for CSR, Social
and Innovative Organizations*

#HRCMeeting2014

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FRIDAY 28

08.00

WELCOME COFFEE & REGISTRATION

09.00

OPENING

Giordano Fatali *President* HRCOMMUNITY

Jinxing Hu *President* ASSOCIATION CHINA-ITALY OF SHANGHAI - *President* MORE LOVE FOUNDATION CHINA

Introduction: Management & Ethics

Mons. Melchor Sánchez de Toca Alameda *Undersecretary* PONTIFICAL COUNCIL FOR CULTURE

VISIONS & PERSPECTIVES

Exclusive video-introductions with prestigious academics

Gary Pisano *Harry E. Figgie Professor of Business Administration* HARVARD BUSINESS SCHOOL

Kasturi Rangan *Malcolm P. McNair Professor of Marketing* HARVARD BUSINESS SCHOOL

Hal Gregersen *Chaired Professor of Innovation & Leadership* INSEAD

Jo Dodds *Social Media Expert* SOCIAL MEDIA LEADERSHIP FORUM

09.15

LECTURES & SHORT TALKS

Alessandro Di Fiore *Founder & CEO* ECSI - *Chairman of the Board* HARVARD BUSINESS REVIEW ITALY

Paul Sparrow *Professor of International HRM Director, Centre for Performance-led HR* LANCASTER UNIVERSITY MANAGEMENT SCHOOL - UK

Laurie Ruettimann *Influential speaker, writer and social media expert in Human Capital Management* FORBES "TOP 100 WEBSITE FOR WOMEN", "THE CONFERENCE BOARD REVIEW"

Alberto Guerrini *Partner & Managing Director* THE BOSTON CONSULTING GROUP ITALY, GREECE, TURKEY

10.00

TOP INTERVIEWS

"Social" and Innovation Drivers

Top Managers and Entrepreneurs discuss how businesses can thrive and develop abroad by focusing on CSR, Digital and Innovation drivers

Alfredo Altavilla *Chief Operating Officer EMEA - Head of Business Development* FIAT CHRYSLER

Antonio Baravalle *Chief Executive Officer* LAVAZZA

Peter Burman *President* EF CORPORATE SOLUTIONS

Ulrich Dade *Chairman* AMROP

Introduction & Moderation:

Fabio Vitale *Anchorman* SKYTG24

11.00

INTERNATIONAL ROUND TABLE

Focus on Innovation and Global Best Practices

Innovation: Top Managers share new ideas & strategies

Thomas Jepsen *Vice President* SEEMEA BLACKBOARD - DENMARK

Rogério Moraes *HR Executive Director* COCA-COLA FEMSA - BRAZIL

Philippe Audebert *Client Success Vice President* EMEA CORNERSTONE ONDEMAND - FRANCE

Paulo Moreno *Senior HR Manager* DIAGEO - BRAZIL

Barbara Matthews *HR Business Partner* GOOGLE - LIVE FROM UK: powered by GOOGLE HANGOUTS 

Federico Renzo Grayeb *VP Latin America* ALEXION PHARMACEUTICALS - ARGENTINA

Tim A. Ackermann *Senior Director Talent Acquisition* PAREXEL INTERNATIONAL - GERMANY

Richard Veal *Director Communication and Change Management* TOWERS WATSON - UK

Luca Colombo *Country Manager* FACEBOOK ITALY

Introduction & Moderation:

Mike Haffenden *Founder* CORPORATE RESEARCH FORUM - UK

12.00

COFFEE BREAK

12.30

CSR AWARDS 2014

Introduction:

Francesca Pasinelli *General Manager* FONDAZIONE TELETHON

Francesca Delogu *Editor-in-Chief* COSMOPOLITAN ITALY

TOP INTERVIEWS

Focus on Corporate Social Responsibility

Top Managers share projects and best practices on CSR and "SOCIAL" activities

Gianfilippo Pandolfini *Chief Operating Officer* BNL-BNP PARIBAS ITALY

Enrique Aldama *Chief Operating Officer & Chief Financial Officer* DORNA SPORTS

Stefano Cigarini *Senior Vice President, Entertainment and Events* FERRARI

Mauro Baldissoni *General Manager* A.S. ROMA

Paolo Gallo *Chief Human Resources Officer and Member of Management Committee* WORLD ECONOMIC FORUM

Agostino Santoni *General Manager* CISCO ITALY

Introduction & Moderation:

Alessandro Betti *Chief Fundraising Officer* FONDAZIONE TELETHON

Spotlight Matteo Achilli *Founder & CEO* EGOMNIA.COM

HRC awards companies for their great sensitivity & inspirational contribution to the HRC CSR Project "Talent Days"

13.30

HR DEBATE: ROUND OFF SESSION

Event wrap-up and take backs

Introduction: "HRC International coming soon"

Yuhua Zhu *Executive President* ASSOCIATION CHINA - ITALY OF SHANGHAI - *President* FERRARI CLUB CHINA

Fredy Hausammann *Vice Chair EMEA and Managing Partner* AMROP SWITZERLAND

Sophie Vergnas *Executive Board Member and Managing Partner* AMROP RUSSIA

José Luis Marcó *Executive Board Member and Partner* AMROP SPAIN

HRC WORLDWIDE ITALIAN BRANDS

Luigi Torlai *HR Director* DUCATI MOTOR HOLDING

Umberto Tossini *HR & Organization Director* LAMBORGHINI

Nicola Martinelli *Founder* EFM ITALY

Stefano Pacchioli *COO WSBK* DORNA SPORTS

HRC WORLDWIDE EXPATS

Paolo Emilio Testa *HR Director* MEMA HP - UAE

Paolo Le Pera *Director HR R&D* PHILIP MORRIS - SWITZERLAND

Rosaria Bonifacio *VP HR Mobile Broadband* NOKIA - FINLAND

Luca Vanni *VP HR Organisation Effectiveness EMEA* NEC EUROPE - UK

Devrim Bahadinli *HR Director* MERCEDES-BENZ - ITALY

Alessandro Marchetti *CEO* EFM - LATAM

14.30

BUSINESS LUNCH

15.15

IN-DEPTH CONTENTS

Academic points of view

Exclusive video-interviews with prestigious academics HARVARD BUSINESS SCHOOL - INSEAD

16.00

CLOSING





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