



Festival del Management

inspired by

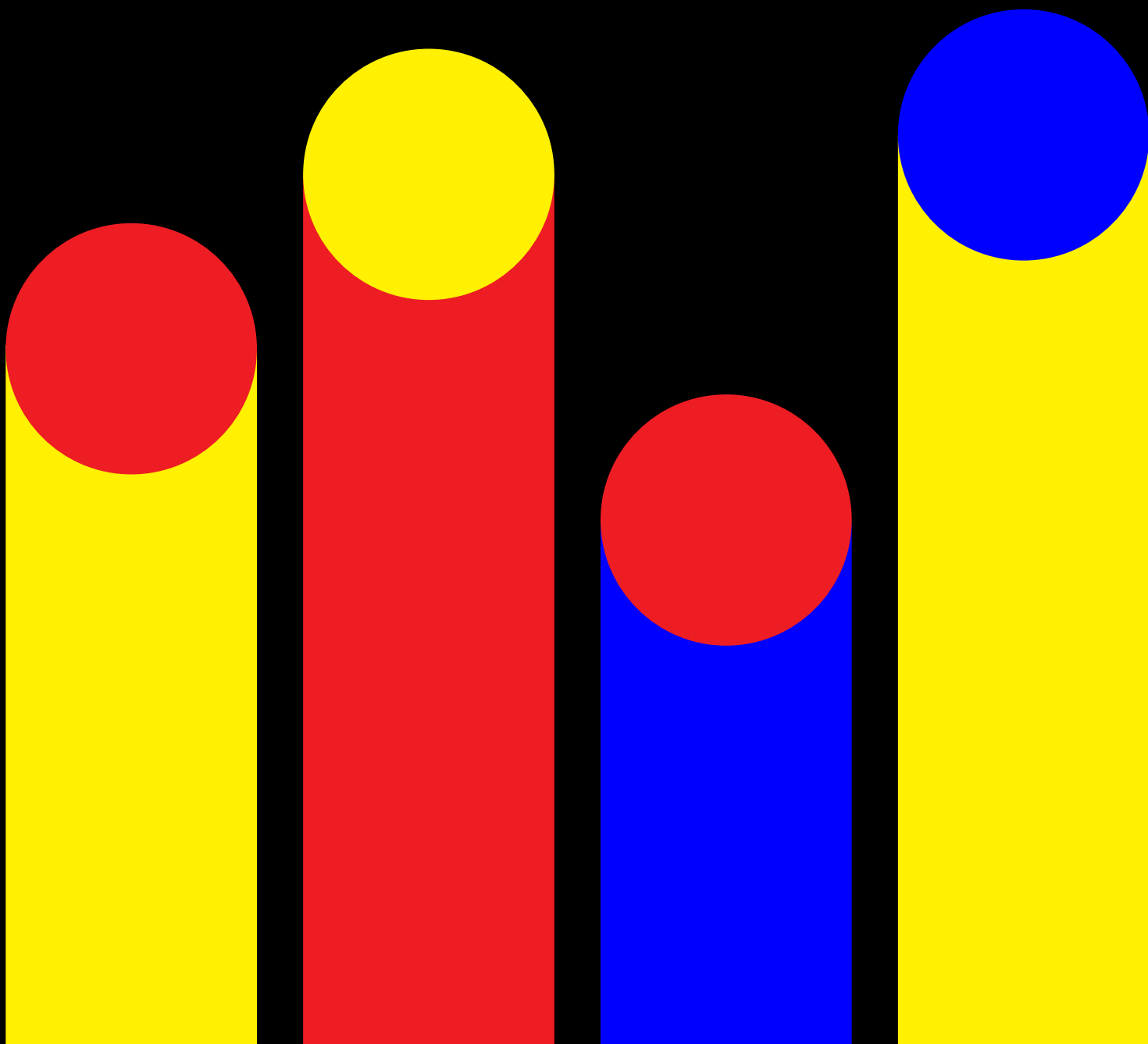


Società Italiana di
MANAGEMENT

3th | 4th February 2023 _____ Milan

**management and corporate culture
at the service of society**

festivaldelmanagement.eu





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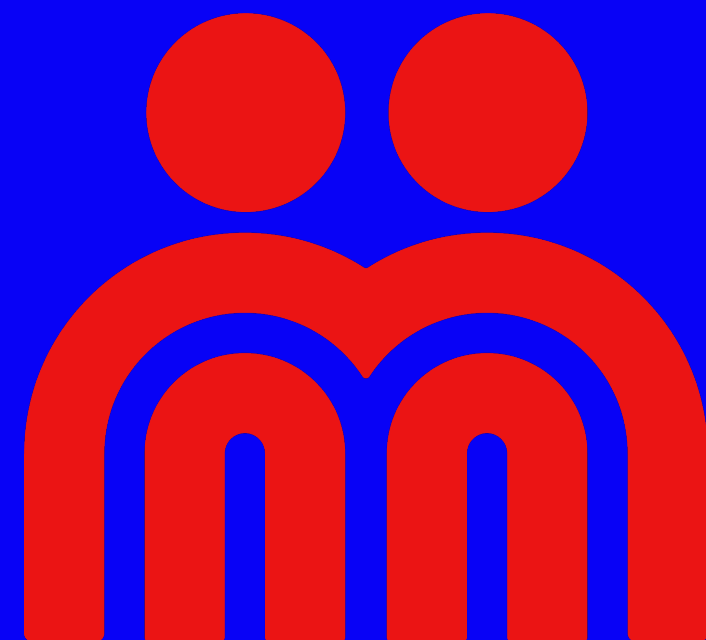
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**the first festival
dedicated to managerial
culture in Italy**

introduction

The Italian Society of Management SIMA, which represents the Scientific Society of Italian Management teachers, launches the **first Italy's Festival of Management**.

An annual institutional event which aims to show with facts, examples and concrete testimonials, the qualities and "service" capacity of the women and men of Management to share their strategic and methodological skills, with the contribution of **renowned opinion leaders journalists, visionary entrepreneurs and managers, enlightened politicians, international stars of management culture**.

The Festival of Management aspires to make the most of the contribution of managerial knowledge and action to inspire the future, directing collective behaviour towards innovation, strategic change and the improvement of people's **quality of life and well-being**.

Students, academics, entrepreneurs, representatives of institutions, public administrators and freelancers are invited to participate, both as speakers and bystanders, in order to create a real stage of shared knowledge and skills at the service of the country.

why a festival about management

Management science has traditionally fostered the belief that managers must manage human, tangible and intangible resources to generate high productivity and greater value.

We are convinced that **management today is much more than that**, because it is able to offer a practical, concrete, measurable contribution, improving the lives of all of us.

This Festival was therefore born with the desire **to offer a new, unprecedented opportunity to tell the story of the values of management**: a discipline that wants to open itself up to everyone, with an intrinsic plural spirit it leaves the worlds of academia and business to reach individuals and enrich them - thanks to its approaches and strategies - by improving their quality of life.

Management is thus enriched by its fundamental function of service, to the community and to the country.

And it is precisely its generalist vocation that has inspired the conception of a Festival: not a sector review, nor an appointment for experts, but **an open and participatory event, where the public is the protagonist** and has the opportunity to benefit from numerous contents through different languages: in-depth sessions, round tables, forums, but also exhibitions, installations, talks, contests...

we are all managers!

The first edition THEMES

- **Ethics**
- **Health**
- **Sustainability**

This first edition will give attention to issues of absolute importance for the economic and civil development of our country, such as the **fight against the development of mafias in the economy, the managerial organisation of services for the protection of public health, energy transition the sustainable development of the territory and communities with attention to the new generations.**

The objective is to spread and nurture the culture of management as a shared value and as a tool to counter mafia activity, innovate the public health system, and guide and support the ecological transition. With a view to improving the quality of life by making it safer and more complete.

FdM in KEYWORDS

SPREAD

management culture by making it accessible to all

VALUE

the transversality of managerial talents

INSPIRE

the public through stories, experiences, and testimonials of success

SHARE

ideas and passions as well as skills and knowledge

EXPERIMENT

new creative development solutions

CONNECT

people, businesses, communities and territories

INNOVATE

languages and approaches

SURPRISE

through an innovative format of insight and entertainment

vision & mission

The Festival of Management is the first festival in the Italian and international scene to offer a **palimpsest of content entirely dedicated to the storytelling and dissemination of managerial skills at 360 degrees.**

It is an innovative sharing platform that transversally approaches the subject of management and business culture by focusing on its value, not only for companies, but also for institutions, territories and communities.

Space is given to stories, examples and testimonials of successful projects that can **inspire and raise awareness of the centrality of managerial know-how to improve the quality of life for all and thus foster the progress of the country.**

il manifesto

1

Management is making decisions and implementing actions to manage people, resources and processes in complex environments and under conditions of uncertainty.

2

Management culture and values are inspired by the desire to improve life.

3

To do management means to manage with 'care' activities, businesses, but also people, individuals; to inspire communities, to nurture everyday civil, social and economic progress, widespread happiness and well-being.

4

Management cuts across knowledge, functions, sectors, ecosystems.

5

Management is a universal and inclusive value, from public to private, from professional to student or the student: we are all managers in power!

6

Doing Management means reflecting on the complexity of economic, social and human phenomena in order to experiment innovative solutions with courage, creativity and pragmatism.

We believe in the value of inspiration and talent, to tell and witness the best stories and best examples in order to promote virtuous emulative processes.

Good management means efficiency and effectiveness, therefore pursuing a better future for our country and society.

The manager is not just a corporate figure linked to profit, but is a socially responsible person.

Let us humanise management: the term 'management' comes from the French 'manager', which literally means 'to lead with one's hands': a concrete act, a human gesture.

Management is passion, talent and the development of creative thinking.

Spreading the culture of management means connecting the value of integrating different positions, ideas and passions, people, companies, communities and territories in a sustainable development perspective.

We wish to contribute to building a Community of Management Culturists, who meet every year, tell their stories and offer their skills, experiences and values at the service of the modernisation and development of the country and society.

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AN INCLUSIVE, WIDESPREAD, PHYGITAL EVENT

The Festival of Management is not a specialized conference, nor an academic congress, but a **festival open to all**. It is an open place for discussion and debate on the issues of management and business culture, **an ideal agora of in-depth study but also of great entertainment**.

Where and when

Milan _____ **3th | 4th February**

The first edition of the Festival of Management will be held in Milan, at Bocconi University on Friday, February 3 and Saturday, February 4, 2023.

The Milan site will be joined by other venues to involve Italy in its entirety: by audience and by protagonists.

In fact, the Festival of Management is a diffuse event where universities, municipalities and other venues will create themed events that will find their place in the Festival program and will be accessible by those present at Bocconi or remotely. It will be possible to attend each meeting not only via streaming but also in the Metaverse.

An **innovative format** with a language and style that is pop, dynamic, engaging in content as well as in the very forms of fruition: **streaming, on-demand, phygital and exhibition design for a totally experiential and inclusive editorial proposal**.

4 LEVELS OF PARTICIPATION

A festival open to all



Physical participation
Campus Bocconi, Milan



Digital participation
in streaming and via on-demand content
on the platform



Phygital participation
fruition venues between physical and digital within
of the Festival



Widespread participation
collateral events in partner universities
(from Italy and abroad) connected to the
festival

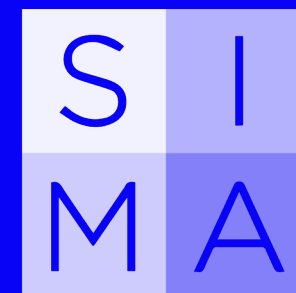
Plenary sessions, keynote speeches and panel discussions are alternated with talks, interviews and dialogues but also workshops and workshops, masterclasses and hackathons in high schools and universities to stimulate the active participation of the entire audience.

Everyone can participate for free in the two-day event. In particular, we will convey the invitation to high school and university students, economic operators (small and large enterprises, traders), administrators and civil servants, teachers and university professors in general, professionals, academics of economic and business sciences.

The Management Festival is free admission.

PARTNER & SPONSORSHIP

Many partners are deciding to join the initiative at different levels. They all believe in the central role of the Manager in bringing those skills that are harbingers of **improvement in the quality of life of everyone for the progress of the country**.



Società Italiana di
MANAGEMENT

about sima

The Italian Society of Management (SIMA) with over 500 members, is the Scientific Society of Italian Management Teachers.

It aims to support the development of the discipline by working to:

- **Enhance** the specificities of management studies at academic and scientific institutions
- **Foster** integration between the University, Institutions and the productive world
- **Promote** research relevant to business and based on Sima's methodological rigor
- **Spread** the culture of management in society
- **Consolidate** the community and strengthen the identity of management scholars

The Festival of Management is inspired by the same values as SIMA was created with the aim of making management culture available to everyone.



the logo

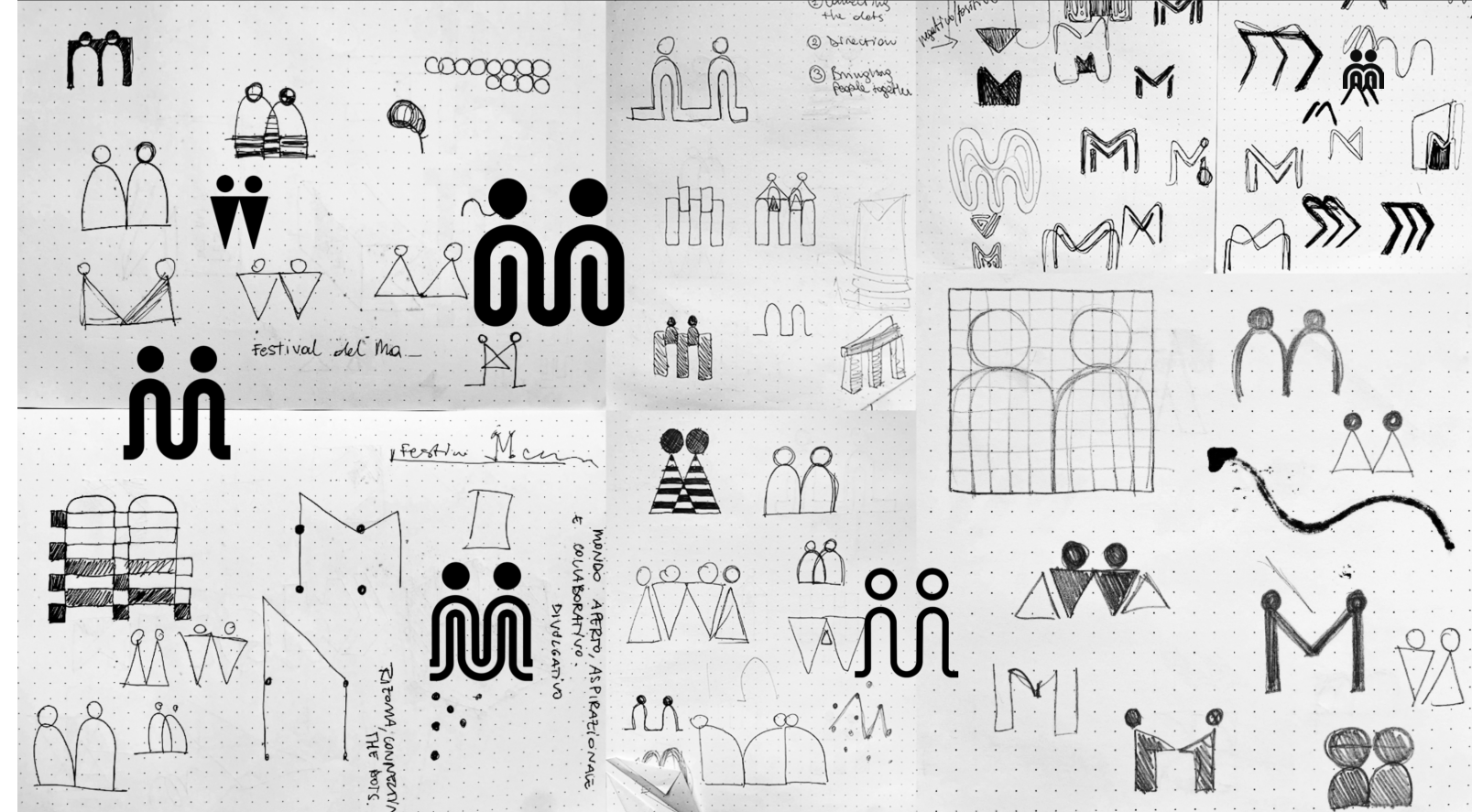
management connects people

The study of the logo and brand identity of the Festival of Management went through a process of strong visual representation of the values of the event in which great importance was given to **the “human” aspect of management**. One of the core values of the Festival's manifesto highlights precisely the transversality of management, its human dimension and its effectiveness in interconnecting individual experiences and skills.

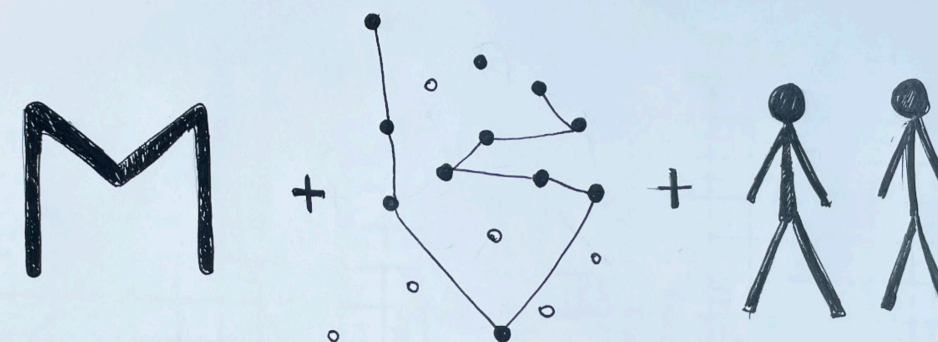
The Festival of Management is **a platform that facilitates connections**: it is a box of experience and knowledge that demonstrates the importance of the contribution of management culture in different fields.

The logo thus represents management's **ability to “connect”** and also the Festival's goal of creating human connections.

Sectoral transversality, but also heterogeneity of professions and people: management connects everyone.



LOGO FORMULA



MANAGEMENT

CONNECTS

PEOPLE

“IL MANAGEMENT CONNETTE LE PERSONE”

COMMUNICATION CAMPAIGN



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