

+36.000 attendees in 2022

#WeMakeFuture

# WE MAKE FUTURE!

• Social Kit •

15 – 17 JUNE 2023 / RIMINI EXPO CENTRE

International Trade Fair and Festival  
on **Tech** and **Digital Innovation**

WMF is an International  
Trade Fair certified by ISFCERT



# • Social Kit •

The Partner is free to **share all the posts** from our official accounts, or create their own original post, in accordance with the **communication guidelines** here stated.


- **CLAIM**

International Trade Fair and Festival on Tech and Digital Innovation

- **HASHTAG**

#WMF2023 & #WeMakeFuture

In the case of specific questions from your community about the WMF Festival, here is your suggested answer: ***"For more information about the event you can reach the official account [tag account] #WMF2023!"***

 If needed, the Partner may contact our **Team Social** at [social@wemakefuture.it](mailto:social@wemakefuture.it) and our **Team Press** at [press@wemakefuture.it](mailto:press@wemakefuture.it) for all kinds of questions and information.

## Official Account Tags



[@WMFWeMakeFuture](https://www.facebook.com/WMFWeMakeFuture)



[@wmf\\_wemakefuture](https://www.instagram.com/wmf_wemakefuture)



[@WMFWeMakeFuture](https://twitter.com/WMFWeMakeFuture)



[@WMFWeMakeFuture](https://www.youtube.com/WMFWeMakeFuture)



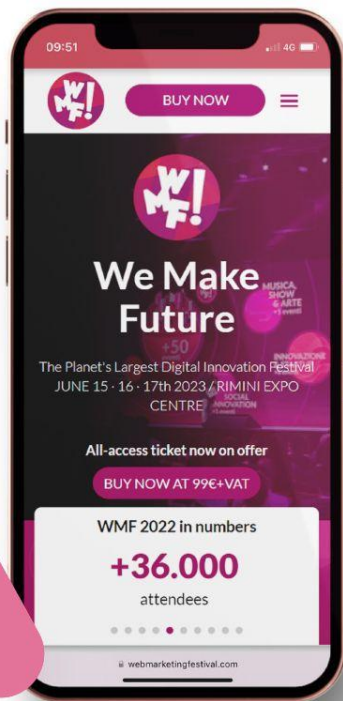
[WMF - We Make Future](https://www.linkedin.com/company/WMF-We-Make-Future)



[@wmf\\_wemakefuture](https://www.tiktok.com/@wmf_wemakefuture)

Reminder: Every page of WMF's website has a customized social share image. If you wish to create your own designs and add your logo you can find all our official logos [here](#).

## Online metrics



### Website (2016-2022)

**SESSIONS**

**2.457.900**

**PAGES VIEWED**

**5.438.500**



**Facebook**

People reached: 20.230.800



**Instagram**

People reached: 1.406.100



**Youtube**

People reached: 3.450.100



**Linkedin**

People reached: 3.066.400

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**Engagement social: 2.345.800**

**Impress: 60.350.300**



## Media Coverage



**+1,700 Releases** on WMF2022  
and over 5,000 releases



**Special reports on**



**Radio media coverage**

Interviews, commercials, reports



**Live Broadcasts**



**+25 TV Reports and Commercials**





"I am delighted to open this 9th edition of We Make Future, a festival that once again this year presents itself as one of the most qualified opportunities for discussion on the topics of digital and social innovation. Even in a year of crisis like 2020, in fact, the Festival has confirmed its role as an incubator of ideas and solutions."

**Minister Luigi Di Maio**

Former Italian Minister of Foreign Affairs and International Cooperation



"A great and inspiring event where innovation and technology intersect. A unique opportunity to gain insight into the future and to connect with a growing community of digital entrepreneurs, ready to transform the way we use data and technology for a more resilient society."

**Pierre Philippe Mathieu**

ESA - European Space Agency



"I want to congratulate the WMF for the great work it has done in providing such a platform where we can gather and decide, together, how to create a better world for all. This Festival is a platform for building the Future that brings together young people in particular, who come to discuss how to use technology and innovation to improve the world, addressing global issues such as climate change and human rights. Fantastic."

**Siyabulela Mandela**

Human rights activist - great-grandson of Nelson Mandela



"My name is Linda Sarsour and I am a Palestinian, Muslim, American from New York City, USA. I am also a political activist and I thank WMF - We Make Future for welcoming me here: it takes a lot of courage to give someone like me such a platform. Voices like mine are often rejected, silenced because they are considered controversial."

**Linda Sarsour**

Human Rights Activist



"The Ministry is participating in the WMF for the 3rd year, aware that it is an organisation that can foster dialogue on digital and technology issues between the public and private sectors. We are trying to foster synergies between the Ministry and the private sector, which must interact with the State to safeguard Italy's cultural heritage. The WMF is a suitable showcase for this purpose."

**Mic - Italian Ministry of Culture**



"Let me congratulate you on your Festival, on the WMF, for its presence here in Emilia Romagna. It is really precious to us and it is a beautiful gift that you give us. Look at how many of you are here today, look at how many different generations confront each other in this audience, on this stage. It is something important."

**Elly Schlein**

Vice President of Emilia-Romagna Region



# SOME OF THE TV REPORTS *dedicated to WMF*

2023



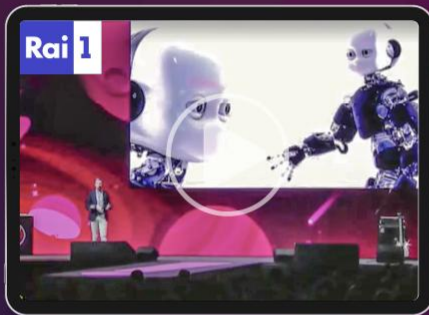
2023







# SOME OF THE TV REPORTS *dedicated to WMF*





# BEST EDITORIAL RELEASES

2023



**il Sole 24 ORE** [leggi l'articolo completo](#)

2023



**adnkronos** [leggi l'articolo completo](#)

2023



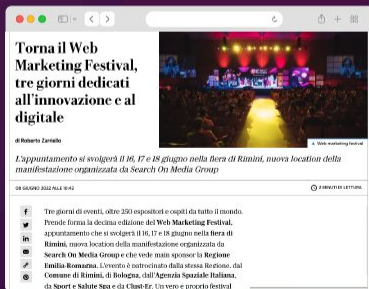
**ANSA.it** [leggi l'articolo completo](#)



**DIRE** [leggi l'articolo completo](#)



**Rai News** [leggi l'articolo completo](#)



**la Repubblica** [leggi l'articolo completo](#)

2023



**BM** [leggi l'articolo completo](#)

2023



**MONEY REVIEW** [leggi l'articolo completo](#)

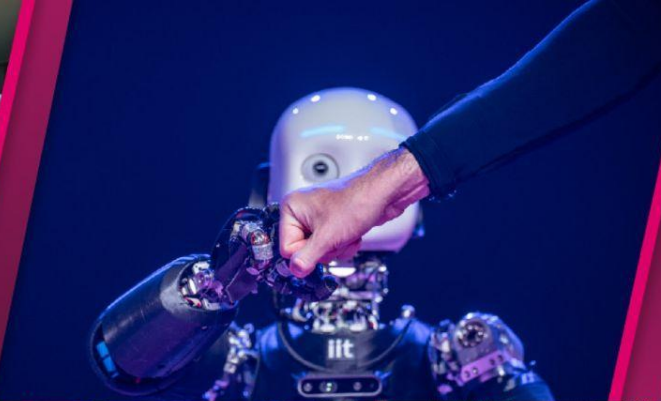




## Over 100 events in 3 days: the events within the Festival

- > **Innovation Fair**
- > **World Startup Fest**
- > **Networking & B2B Meetings**
- > **Stages**
- > **Creators Fest**
- > **Digital Job Fair**
- > **Book Fair**
- > **Innovation Film Fest**
- > **Innovation Policies**
- > **WMF Youth**
- > **Women in Tech**
- > **Research for Future**
- > **Concerts and Entertainment**
- > **Branded Events**





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[en.wemakefuture.it](http://en.wemakefuture.it)