



AI, web marketing, Web 3, climate change and sustainability: a preview of the WMF 2023 educational program.

The preview of the training program for the next edition of WMF, International Fair and Festival on Technological and Digital Innovation, scheduled for next June 15-17 at the Rimini Fairgrounds, is online. It promises to be the richest and most articulated ever: more than 1,000 speakers are expected, distributed in more than 80 stages that will explore all the main topics related to technological and digital innovation, AI, and research, with an eye always on social impact, ethics, and sustainability. Also scheduled during the three-day event are a series of vertical and thematic events, including the World Startup Fest and the AI Global summit, as well as the E-commerce Fest and the Digital Job Fair. Also already announced are some names on the Mainstage schedule such as Manuel Castells, Pablo Trincia, Cecilia Sala, and many others.

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The educational program of **WMF 2023** is being outlined, promising to be incredibly rich in in-depth analysis, vertical paths, and opportunities for **upskilling and updating**, as every year, at the center of the content proposal of **WMF - We Make Future, International Trade Fair and Festival on Tech and Digital Innovation**, scheduled for June 15-16-17 at the Rimini Expo Centre. Already announced the first **48 educational stages**, of the more than **80 scheduled**, which will explore the many topics related to new technologies, digital marketing, and web analytics, passing through **Artificial Intelligence, sustainability and climate change, open innovation, coding, crypto, blockchain, Web 3**, ethics and information and much more.

*"Training, upskilling, and reskilling on the topics of technological and digital innovation have always been at the heart of the WMF and Search On Media Group's offer: we work to provide concrete tools to actively participate in building a better future" says **Cosmano Lombardo**, CEO and founder of Search On Media Group and creator of the WMF.*

"With the program of the 2023 edition, we will attend all the main topics of technological and digital innovation, but also social innovation, with a vertical focus on sensitive issues that need more understanding and clarity, such as Artificial Intelligence, especially in its applications to the world of work and education. In short, we are preparing for an unforgettable experience for our community, participants, speakers, and companies that have chosen and will choose to be part of this ambitious project."

There are 48 vertical training internships already announced with the program preview, which will transversally explore the field of digital innovation and new technologies covering topics such as web marketing, with internships on Google Ads



and E-commerce for example, and one of this year's focuses, artificial intelligence, with 6 vertical internships to explore in depth the multiple areas of application of the technology that is changing the world: among them, already announced AI for Education, AI for SMEs and AI for Work. An additional focus will be dedicated to social and environmental sustainability, with the Climate Change and Diversity & Inclusion stages, which will provide the WMF audience with valuable insights and insights on relevant topics in digital tech, thanks to outstanding speakers from around the world who will share their authoritative expertise in the relevant fields. Numerous other internships will be announced in the coming weeks.

Among the names featured on the stages are the previously announced Bill Reichert of Pegasus Tech Ventures, Dror Gill, Founder and CEO of Gamdala, Alejandra de Iturriaga Gandini, director of telecommunications and audiovisual at CNMC, and human rights activist Siyabulela Mandela. They will be joined by several other international keynote speakers, true authorities in the relevant field: Carmen Sprus, Project Leader for EY Carbon, Paolo Iabichino, Creative Director and founder of the Ipsos Civic Brands Observatory, Holger Zscheyge, managing director of Infotropics Media, Head on Transformation at Randstad, Anka Gajeentan, CEO and co-founder of Immanence Diletta Huyskes, and referents from brands such as Google, Oracle, Microsoft, WWF, and many others.

WMF: a container of events to explore the world of Innovation.

Within the three days of WMF, many vertical events will take place, each with its focus, offering opportunities for in-depth learning and training, targeted activities and dedicated initiatives, and dedicated exhibition districts with the best realities and technologies, for an extremely wide and varied offer covering cross-cutting areas of the digital and technological innovation sector.

For enthusiasts and curious about Artificial Intelligence there will be the AI Global Summit, the international event of reference for everything related to AI that has among its Main Partners realities such as CINECA and Intel: in the presence of industry professionals, companies, international players, investors and players in the world of innovation, will include an in-depth training part, with as many as 6 stages dedicated to the various applications of AI, as well as demonstrations of innovative tools and software, b2b meetings and networking, institutional panels and working





tables on international regulation of AI, and the awarding of startups and the best technological projects in industry and research.

E-commerce fest will return this year, with a rich educational and in-depth program, an agenda of events, and vertical business and networking activities on the e-commerce universe, with a dedicated exhibition district and recruitment services for the world of online sales.

Web Marketing Festival, the name under which the WMF was born in 2013, continues to exist and **grow as a vertical event** within the now **WMF - We Make Future**. Inside, it will host stages dedicated to **digital upskilling**, to explore all the most important news, **trends, tools**, and **best practices** related to digital marketing, an exhibition area with the best of the **international Martech** market, **networking** activities, and **Job Placement** initiatives. Three days dedicated to all digital-tech professionals to train, update and acquire new skills.

The international startup and innovation ecosystem will find a home once again in the **World Startup Fest**, the international benchmark event for startups, scaleups, and investors from all over the world: an entire pavilion of the Rimini Expo Centre will host vertical events and initiatives on the world of innovative entrepreneurship, with the historic international **Startup Competition**, a **Startup District**, B2B meetings and business matchmaking activities.

Confirmed once again the **Digital Job Fair**, dedicated to facilitating the meeting and connections between **supply and demand in the digital professions sector**, and the **Book Fair**, dedicated to the world of publishing, with a **Book District**, numerous events dedicated to participants, authors, and bookstores, and the **Book Stage**, the stage dedicated to authors and publishers.

On the Mainstage: internationally renowned guests and advanced robotics.

Co-hosting the event again for this edition will be Italian radio host and presenter **Diletta Leotta**, who will once again share the main stage with **Cosmano Lombardo**, CEO and founder of Search On Media Group and creator of the WMF. Another special presence will enrich this year's Mainstage as an exceptional co-host: **Robot Sophia**, Hanson Robotics' android among the most advanced in the world, will





present one of the three days of the Festival. Also scheduled during the WMF is the participation of numerous institutional figures, including the **Swedish Ambassador to Italy** and San Marino Jan Björklund, **Latvian Ambassador to Italy** Solvita Āboltiņa, and **Algerian Ambassador to Italy** Abdelkrim Touahria, who will speak on the Festival stage about the innovation plans planned in their respective countries.

Rounding out the anticipations, numerous guests already confirmed to tread the Mainstage, and share with the WMF audience speeches of unparalleled inspirational and cultural value: these also include Silicon Valley pioneer **Jerry Kaplan**, and sociologist and politician **Manuel Castells**. As every year, for the 2023 edition, the Mainstage will once again be a prominent international stage capable of giving voice to different industries and themes, such as **open innovation, technology, human rights, ethics and information**: once again it will share different stories that have in common the passion, vision and great contribution that our guests have made to their field of reference. Other confirmed guests on the mainstage include journalist and writer **Pablo Trincia**, journalist and reporter **Cecilia Sala**, ESA's Φ-lab **Pierre-Philippe Mathieu**, digital content creators **Favij, Pow3r**, and **Jakidale**, and several company representatives from **Microsoft, Oracle, Intel, NTT, Oxfam, WWF** and more.

Useful links

- [Preview of the educational program](#)
- [First announced speakers](#)
- [First confirmed guests](#)
- [WMF 2023 guest of honor](#)

WMF - We Make Future - International Fair and Festival on Tech and Digital Innovation

The next appointment with WMF, the international event entirely dedicated to the innovation ecosystem, is scheduled on June 15, 16, 17, 2023, at the Rimini Expo Centre. Once again, the event will bring together the very best of digital and social innovation, leading market players, startups and investors, institutions, universities, and non-profit associations. With more than 36,000 attendees in 2022, more than 700 speakers and guests from around the world, 1,000 startups, and 77 educational stages, now towards its 11th edition the WMF is a reality with a global identity, a catalyst for innovation for concrete, collective improvement. The event is created and produced by Search On Media Group

Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing and coordinating communities, supporting sharing activities, and carrying out strategic and



International Trade Fair and Festival on Tech and Digital Innovation

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operational consulting, with the Search On Consulting Department, in the field of Digital Marketing and Digital Transformation for large companies.

From the experience and professional assets of Search On Media Group, were later born the Education Business Unit, which organizes and curates the WMF and other training events, and the ibrida.io platform, which hosts online, hybrid, and offline events in a highly customizable and flexible environment.

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