



WMF 2026 unveils first preview of AI and Innovation training program with 70+ stages

With over 70 educational stages already announced out of 90+ planned and more than 400 international speakers confirmed, WMF 2026 will deliver one of the world's most comprehensive programs on AI, Digital Marketing, and Innovation, taking place June 24–26 at BolognaFiere (Italy).

Bologna, Italy, April 9, 2026

WMF - We Make Future has released a [first preview of its 2026 training program](#), offering an early look at what is set to become one of **the most comprehensive global platforms for training and knowledge exchange across artificial intelligence, digital marketing, and innovation.**

Scheduled to take place from June 24 to 26 at BolognaFiere, Italy, the international B2B trade fair has already unveiled **over 70 of its 90+ planned stages**, alongside more than 400 speakers from around the world. This is **just a first look**: the program will continue to expand in the coming weeks, ultimately hosting over 1,000 experts across the Mainstage and specialised vertical sessions.

This first preview outlines the direction of a **multidisciplinary program** designed to provide professionals, companies, startups, and innovation stakeholders with practical tools, strategic insights, and business opportunities. The topics span across **artificial intelligence, robotics, digital marketing, data analysis, cybersecurity, entrepreneurship, healthcare, media, governance, and social impact**, reflecting the wide range of sectors shaping today's technological and economic landscape.

The initial lineup already includes prominent representatives from leading global organizations such as **OpenAI, Anthropic, NVIDIA, Google, Microsoft, Dell Technologies, and Intel**, alongside research institutions and innovation centers including the **European Space Agency and CINECA**. Among the speakers confirmed in this early phase are internationally recognized figures such as **Alberto Sangiovanni Vincentelli** of the University of California, Berkeley, **Daniele Pucci** of Generative Bionics, **Bryan Madden** of AMD, **Alicia Hanf** of LG NOVA, **Ajaz Ahmed Siddiqui** of Microsoft, **Ayumi Moore Aoki** of Women in Tech® Global, **Alec Ross**, **Chris Bangle**, and **Mara Dettmann** of The LEGO Group. Institutional perspectives are represented by global leaders including **Lucilla Sioli**, Director of the EU AI Office at the European Commission, **Michiel Scheffer**, President of the European Innovation Council, and **Luigi Di Maio**, EU Special Representative for the Gulf Region, while international media voices such as **Leyla Elchehky of Al Jazeera** contribute to the broader dialogue between technology, policy, and society.

The structure of the program follows the **14 strategic industries** that define WMF, allowing participants to begin exploring how to build tailored learning paths aligned with their professional goals. Following the 2025 edition, which welcomed over 73,000 attendees from



90 countries, WMF continues to position itself as a global platform capable of connecting knowledge, business, and innovation ecosystems across continents.

"This preview offers a first concrete look at the scale and direction of the WMF 2026 education program," said **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of WMF. *"The stages and speakers announced so far represent only the starting point of a multidisciplinary journey exploring both the present and the future, from artificial intelligence to digital business, entrepreneurship, and the societal impact of technology. Our goal is to enable participants to build a tailored learning experience while connecting directly with expertise and perspectives from leading global ecosystems."*

Artificial intelligence will play a central role in the program, with multiple dedicated tracks already outlined in this preview, covering areas such as **business transformation, autonomous systems, machine learning, and robotics**. Alongside AI, the program will also address **cybersecurity, venture capital and startup ecosystems, leadership and management, and impact-driven innovation**, offering a comprehensive view of how technological change is reshaping industries.

Digital marketing is another key pillar emerging from this first program preview, with dedicated sessions focusing on **social media, search, advertising, brand strategy, automation, data analytics, video and connected TV, as well as AI-driven marketing and commerce**. These tracks are designed to provide practical tools, case studies, and actionable strategies for professionals operating in fast-evolving digital environments.

Beyond these areas, the preview highlights additional topics including **fintech and digital assets, user experience design, digital health, legal tech, work and human resources, education technology, journalism, tourism, and creative industries**, offering an integrated perspective on the intersection between technology, society, and sustainable development.

Contributions from leading innovation ecosystems further reinforce the program, with speakers such as **Aprajita Jain of Google, Marco Pavone of NVIDIA, Francesco Ubertini of CINECA, Federico Menna of 28 Dgtl, Pierre-Philippe Mathieu of the European Space Agency, and Piergiorgio Marini of Philip Morris International**. Additional insights will come from scaleups and technology companies including Klarna and Cubbit, contributing to discussions on growth strategies and international expansion.

The program also begins to outline the role of culture and social innovation within WMF, with contributions from figures such as **Siyabulela Mandela, Pegah Moshir Pour, and Ayumi Moore Aoki**, alongside voices from the creator economy and digital content ecosystems, highlighting the broader societal impact of technological transformation.

Several stages are being developed in collaboration with leading organizations and industry players, further enhancing the quality and specialization of the educational offering. This approach ensures that participants can engage with concrete case studies, tools, and best practices, while benefiting from direct interaction with professionals and companies active across different sectors.

WMF 2026 will take place from June 24 to 26 at BolognaFiere, bringing together a global community of innovators, professionals, and organizations. This first preview of the education program is already available online, with further updates and speaker announcements expected in the coming weeks. Early ticket offers are available until **April 24**

WMF – We Make Future is conceived, produced, and organized by **Search On Media Group**. The event is held under the patronage of the **European Commission**, the **Emilia-Romagna Region**, and the **City of Bologna**, with the support of the **Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency**, as well as the Emilia-Romagna Region. With the partnership of **BolognaFiere**, **CINECA**, and the **ESA - European Space Agency**.

Useful links

- [The preview of the training program](#)
- [Tickets](#)

WMF - We Make Future, is the largest International Trade Fair and Festival dedicated to Artificial Intelligence, Technology, and Digital Innovation.

From June 24 to 26, 2026, WMF returns to BolognaFiere (Italy) as a certified international event fully focused on the future of innovation. A global hub for the AI and tech ecosystem, WMF brings together each year the most advanced developments in artificial intelligence, digital and social innovation, alongside leading international companies, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 73,000 attendees from 90 countries in 2025, more than 700 exhibitors, 1,000+ speakers and guests from around the world, 2,800+ organized B2B meetings, and 3,000 startups and investors involved, WMF represents a unique convergence point for innovation-driven business and policy dialogue. Its partner network includes organizations managing a combined €1.5 trillion investment portfolio, €304+ billion in assets under management (AUM), \$72.8+ billion in funded transactions, and over 17,000 investment rounds, positioning WMF as a global benchmark event for the innovation economy.

Saudi Makes Future – The Largest AI Exhibition in the Middle East

Saudi Makes Future is the Saudi edition of WMF – We Make Future, a certified international trade fair and global platform for innovation, artificial intelligence, and emerging technologies. Developed through the collaboration between Search On Media Group, WMF – We Make Future, and PNG Saudi, the event will take place December 14–16, 2026, in Riyadh at the Riyadh International Convention & Exhibition Center. Building on WMF’s vision, experience, and thematic architecture, Saudi Makes Future adapts the format to a strong AI-driven focus, structured across 14 strategic sectors exploring the impact of artificial intelligence on business, industry, society, and institutions. Aligned with Saudi Vision 2030, the event positions itself as an international platform for dialogue, cooperation, and development, designed for companies, startups, investors, and stakeholders seeking new opportunities for growth, training, and innovation in the Middle East and on a global scale.

Search On Media Group - Humans Leading Innovation Founded in 2004, Search On Media Group works to advance digital culture and innovation by managing professional communities, supporting knowledge-sharing initiatives, and delivering strategic and operational consulting through its Search On Consulting division, specializing in Digital Marketing and Digital Transformation for large organizations. From the expertise of Search On Media Group stem both the Event Agency Business Unit—responsible for organizing WMF and other proprietary and client events—and Hybrid.io, a flexible and customizable platform designed to manage online, hybrid, and on-site events.

Per informazioni e materiale

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#WMF2026 | International Trade Fair and Festival on Innovation: AI, Tech and Digital.

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