



Technogym Introduction: October 15th & 16th

DAY ONE

Area	Where	Who	Topic	From	To
HR	Auditorium 1	IRENE LOSA	WELCOME ON BOARD	8.45	9.00
HR		MASSIMO MANGIAROTTI	TECHNOGYM VISION & CULTURAL MODEL	09.00	09.45
HR		VALENTINA ROMANATO	INTERNAL COMMUNICATION	09.45	10.15
TRADE MKTG		MARCO DARTORA ERIKI LASAGNI	WHO ARE OUR CUSTOMERS OUR OFFERING BY SEGMENT: THE TWSolution	10.15	10.45
COFFEE BREAK				10.45	11.00
DESIGN	Auditorium 1	MARIO FEDRIGA	TECHNOGYM DESIGN: A USER CENTRIC APPROACH	11.00	11.45
SPEED NETWORKING				11:45	12:15
WELLNESS LUNCH IN T-RESTAURANT				12.15	13.50
CONSUMER	Auditorium 1	ANDREA PIZZOLA	CONSUMER SALES	13.50	14.30
SERVICES		KENRICK BRIFFA	SERVICES AS A COMPETITIVE ADVANTAGE	14.30	15.15
COFFEE BREAK				15.15	15.30
PR	Auditorium 1	ENRICO MANARESÌ	THE ASPIRATIONAL BRAND	15.30	16.00
PRODUCT	Auditorium 1 T-wellness center	MAURO FABBRI DAVIDE DE REMIGIS LUCIAN IEREMIA	PRODUCT & FORMAT	16.00	18.30

DAY TWO

Area	Where	Who	Topic	From	To
PRODUCT	Auditorium 1	FRANCESCO CUZZOLIN	THE SCIENCE BEHIND TG PRODUCTS	08:30	09:15
PRODUCT	Auditorium1 T-Wellness Center	MAURO FABBRI DAVIDE DE REMIGIS LUCIAN IEREMIA	HANDS ON PRODUCT (2/2)	09:15	11:30
COFFEE BREAK				11.30	11.45
R&I	Auditorium 1	MICHELE DE VINCENZO	TECHNOGYM BRAND IDENTITY	12.00	12.30
SALES		FABRIZIO CATANIA	GLOBAL SALES NETWORK (GSN) A SCIENTIFIC APPROACH TO SALES	12.30	13:15
WELLNESS LUNCH IN T-RESTAURANT				13.15	14.15
OPERATIONS	Auditorium 1 T-Factory	CLAUDIO PIAZZA MARCO RODI MAURIZIO CENNI	TECHNOGYM PRODUCTION FLOW A TOUR IN T-FACTORY	14.15	15.15
SALES	Auditorium 1	JOSHUA GERMAIN FRANCESCO VICCHI	INSIDE SALES & CRM	15.15	15.45
COFFEE BREAK				15.45	16.00
PR	Auditorium 1	LAURA PIVA	HOME CONSUMER PR & COMMUNICATIONS	16.00	16.30
COMMUNICATION		LUCA BASSO	TG HOME CONSUMER PRODUCT	16.30	17:00
DIGITAL	T-Wellness Center	PAOLA MUSSONI DAVIDE CESARINI TOMMASO SGUBBI	PRODUCT WORKSHOP & MYWELLNESS CLOUD END USER JOURNEY* *(practical session , remember gym suite & sport shoes)	17.00	18.30

