



The International digital and social innovation Festival is returning: here the 7th edition of the Web Marketing Festival

The 7th edition of the Web Marketing Festival will take place on the 20th, 21th and 22nd of June at the Palacongressi of Rimini. Last year the event recorded more than 18.000 attendances in three days, more than 60 events, 400 exhibitors and sponsors, 400 among speakers and guests from every corner of the world. This year, through the training and the realization of art, culture, music, show, entertainment, business and networking events, space will be given to topics related to innovation: Artificial Intelligence, Robotics, 5G, Open and Social Innovation, Digital Transformation, Advertising, Climate Change, Cyberbullying, Social Media, Blockchain and many others.

Preparations are in full swing for the **7th edition** of the [Web Marketing Festival](#), the International Digital and Social Innovation Festival that will take place on the **20th, 21st and 22nd of June** at the Palacongressi of Rimini. The main calls are already active - like the *call for Speaker*, *call for Show* or the *call for Mainstage* - which will directly involve users in the construction of the WMF, as well as the initiatives and partnerships that will allow sponsors and partners to share actively the realization of the Festival.

The format of the last edition is enriched, with over **18.000 attendances**, over **70 events**, **55 training rooms**, more than **500 among guests and speakers** from every corner of the world, and more than **600 startups and investors**.

Even for the **WMF19 edition**, participants will get the chance to trace their own “educational” path by proposing topics of interest choosed from a broad program and hundreds of training sessions on the most important digital innovation levers and on various topics: from web marketing to entrepreneurship, IT and artificial intelligence.

Making training its core and addressing issues related to digital and social innovation, the WMF is an **accelerator** of the innovation process for the country and the society, the result of a co-creation work carried out with companies, people and institutions. The commitment of the Festival has been the *fil rouge* of the past editions and the key on which the WMF19 is built, as announced by the commercial [spot tv](#) that is broadcasting on the **Mediaset** and **La7** networks.

In the next edition, through different types of events - educational speeches, shows, inspirational talks, operational workshops, hackathons, contests and debates - many new topics will be treated such as *Cybersecurity, Artificial Intelligence, 5G, Robotics, IoT, Circular Economy, Social Media, Open Innovation,*

Blockchain, Automotive, Aerospace, Cyberbullying, Sustainability, Climate Change, eSports, Advertising Communication, Entrepreneurship, Debunking and many others.

*“The work done over the years together with people, companies, institutions and professionals who share the value of the Festival, has gone in the direction of bringing together the “intelligences”, the “knowledge”, the “skills of our country and not only”, in order to contribute to the improvement of society. A constant and lasting work over time, which conceives technological and digital innovation in the light of social innovation. We live in a unique period, in terms of resources availability, skills and technological products, but we really need to work in order to use them in the best way” explains **Cosmano Lombardo**, Chairman of the Web Marketing Festival. “Bringing attention to all main topics of entrepreneurship, innovation and their social impact on economy has always been a prerogative of the Festival together with the focus on education. Many new things are going in this direction for the 2019 edition: soon we will open a call to enhance Italian researches and a campaign against bullying. We are also working on the realization of many cultural activities in the city of Rimini”.*

The Festival: the 7th edition welcomes more than 70 different events about innovation

It will once again be the prestigious location in Rimini to host the Web Marketing Festival, which continues its path of growth towards the **7th edition** with many new ideas and confirmations for the events and initiatives that have become the most distinctive feature of the festival over the years. There will be many opportunities for promotion and business inside the stands of the **Exhibition Area**, which in the last edition hosted the most important companies in the tech world and was the setting for networking moments between the participants and the over **500 sponsors and partners** including Google, Facebook, Microsoft, Open Fiber and Mondadori Group.

Already confirmed, the presence of important brands including HP, LinkedIn, Mediaset Infinity, Salesforce, Trustpilot, Siteground, XpaysNexi and Getresponse.

Among the more than **70 events scheduled**, there will also be training events and initiatives realized by sponsors and partners, such as **ARXivar’s Hackaton** on Artificial Intelligence and Blockchain, the training rooms signed by **Aruba** and **SEOZoom** and, contests, workshops, parties and meetings aimed at business matching. Particular attention will be given to a series of event entirely dedicated to the world of **startups** and **entrepreneurship**: among the exhibition areas, there will be an “**Innovation Technology Area**” dedicated to the most original technological innovations, in which research institutes, makers, startups and innovative PMI will exhibit their prototypes, smart technologies and projects.

There will also be the [Startup Competition](#), now in its 6th edition, and confirmed, with over **1,500 pitch candidates** and **€750.000** in prizes awarded in the previous editions, as the largest competition between startups in Italy: among the winning startups of the past years, there are some success cases such as: TOMMI, Friendz, JustKnock and FitPrime.

Many partners have already confirmed their support for the initiative, including Amazon AWS, Arduino, Barilla, CISCO, ENEL Innovation Hub, Ferrovie dello Stato, Innogest, Milano Investment Partner, NTTData, Oracle, Unicredit StartLab.

Among the other planned initiatives, there is the **WMF award ceremony - The Web Marketing Awards**, which in the past years have given us the opportunity to identify virtuous digital campaigns

for different themes. Among the prize-winning people: **Pope Francis, Pif, Giorgio Chiellini**, Cristiano Pasca, while among the companies were awarded the WMF Awards *Whirpool, ActionAID Italy, Save the Children, Mulino Bianco* and *Casa Surace*.

For the first time, furthermore, **the Digital Job Fair** will be presented, the fair aimed at digital professions that includes the free recruitment service offered by the Festival - **the Job Placement - the HR Room and the Employer Branding Room**, where companies will get the chance to present their own activities and identify new senior and junior resources to be included in their team.

Topics, Mainstage and guests

The confirmations are joined by important innovations, which will expand the thematic range of the 2019 Web Marketing Festival. Within the training rooms, each of which will represent a single event on a specific topic, and on the **Mainstage** of the Festival, the presence of the **IIT, Italian Institute of Technology**, has already been confirmed. Among the addressed topics, a focus will be given to Artificial Intelligence, Digital transformation, augmented reality and Aerospace innovation, thanks to the testimony of **Chiara Cocchiara**, aerospace engineer and researcher of the European space agency EUMETSAT included in the 30 under30 Forbes list.

Entrepreneurship, research and market trends, advertising and digital marketing strategies, but also about the third Sector, **cyber-bullying, climate change** are some of the topics that will be discussed by **Pietro Milillo**, researcher and scientist for NASA who has conducted an important research about the melting of the glaciers.

In order to promote accessibility, and make the panels totally inclusive, all the Mainstage talks will also be translated into the **Italian sign Language (LIS)**.

The Festival's Mainstage - after having hosted guests like **Neri Marcorè, Elio, Cristina Chiabotto** and **Giorgia Palmas**, together with representatives of business leaders such as *Facebook, Google, Microsoft, Oracle and Lego*, will again be the frame of inspirational talks held by expert speakers, which will focus on the most innovative topics and their impact on society.

Among the expected guests of the WMF19, in addition to those yet to be revealed, there will be the "suspended" mayor of Riace, **Mimmo Lucano** and **Federica Angeli**, journalist of "La Repubblica", already acclaimed by the Festival's audience in 2017. The panels will offer to the public an overview that integrates current issues with reflections about digital and social innovation in Italy and in the world.

Also noteworthy is the **WMFLab**, the project that the Festival involves students with in order to get them closer to the world of work and entrepreneurship through a laboratory in collaboration with Universities and Institutes.

Also for the next edition of the WMF, there will be realized the **Startup Competition Young**, the contest in its 2nd edition and addressed to under 22s in order to encourage new forms of youth entrepreneurship.

This and much more, for a Festival that combining education, music and entertainment, and explores the universe of digital and social innovation through over **70 events** dedicated to the topics which represent its main aspects.

Useful links and contact:

> Spot TV WMF19: [Video](#)

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Web Marketing Festival

The Web Marketing Festival is the international Festival about Digital and Social Innovation. The numbers of the 2018 edition make it the largest Italian event in the sector, with over 18.000 attendances, 400 exhibitors and partners, and 400 speakers from all over the world. The 7th edition of the Festival, scheduled for the 20th, 21st and 22nd of June 2019, will explore the universe of innovation through the creation of over 70 training, shows, entertainment, business and networking events.