

## BROADEN YOUR FRAME

# THE HUMAN FACTOR

## HUMAN, COLLECTIVE, ARTIFICIAL INTELLIGENCE IN CULTURAL INDUSTRIES

### SEMINAR SERIES 2023

By exploring how technologies are used in cultural enterprises, the cycle opens up a discussion on how content is created, distributed and accessed, thus affecting how we build imaginaries and awareness.

#### FOR INFORMATION

Bocconi University  
Graduate School tel.  
+39 025836.5303

An informal networking aperitivo will be organized after each seminar for those who will want to join.

#### NOTE

All the guests mentioned in this version of the document are confirmed. Others will be added for the meetings that don't have any, and some others could be added to the meetings that have already a guest.

#### ASSESSMENT

**Ongoing assignment:** after each session students are asked to write a triple tweet (no more than 840 characters) with a (catchy) title, according to the guidelines given in class

**Final assignment:** after the last session, students will have to write an assignment in 30 mins (no limit of characters) according to the guidelines provided in class.

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#### 3 OCTOBER 2023 | 6:15-7:45PM | AULA NOTARI VIA SARFATTI 25 TECH ASSISTED NEWS PRODUCTION – DIFFERENT TECHNOLOGIES FOR PROCESS RECONFIGURATION

##### SPEAKERS

**ELISA AGNETTI** Head of data strategy, GEDI Digital

**CLAUDIA BETTONI** Enterprise Account Executive, Publishing Industry, Google

##### MODERATOR

**PAOLA DUBINI** Bocconi University

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#### 5 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 RECOMMENDED FOR YOU - MUSIC DISTRIBUTION IN THE DIGITAL ERA

##### SPEAKER

**ELEONORA BIANCHI** Head of Digital Services & Consumption, Universal Music Group

**LORENZO GESSNER** Data & Innovation Manager, Universal Music Group

##### MODERATOR

**SIMONE AUTERA** Bocconi University

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#### 12 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 DIGITAL CONTENT CREATOR – WHO IS THE AUTHOR?

##### SPEAKER

**ALESSANDRO BOTTEON** Founder, Impssbl Corp.

**LICIA DEL GRECO** Chief Operation Officer, SIAE

##### MODERATOR

**MARIA LILLÀ MONTAGNANI** Bocconi University

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#### 19 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 ME, MYSELF AND AI – OLD TRICKS AND NEW FRONTIERS IN CURATING CONTENT

##### SPEAKER

**MICHELE CASULA** Partner at Ergo Research

**GESUALDO VERCIO** Vice President Programming Female & Kids Channels, Warner Bros. Discovery

##### MODERATOR

**ANDREA QUARTARONE** Bocconi University

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#### 24 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 MAD MEN/MAD MACHINES - ADVERTISING, BRANDING AND SOCIAL MEDIA

##### SPEAKER

**ALESSANDRO MININNO** President and CEO, Gummy Industries, and Co-Founder, Flatmates

##### MODERATOR

**ANDREA QUARTARONE** Bocconi University

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#### 26 OCTOBER 2023 | 6:15-7:45PM | AULA NOTARI VIA SARFATTI 25 TECHNOLOGICAL HUMILIATION - THE EFFECTS OF THE TECHNOLOGICAL TRANSITION ON SELF-IDENTITY and FINAL ASSESSMENT

##### SPEAKER

**ROBERTO MORDACCI** Vice Rector for Humanities and Social Sciences, Vita-Salute San Raffaele University

##### MODERATOR

**EDWARD ROZZO** Bocconi University

