

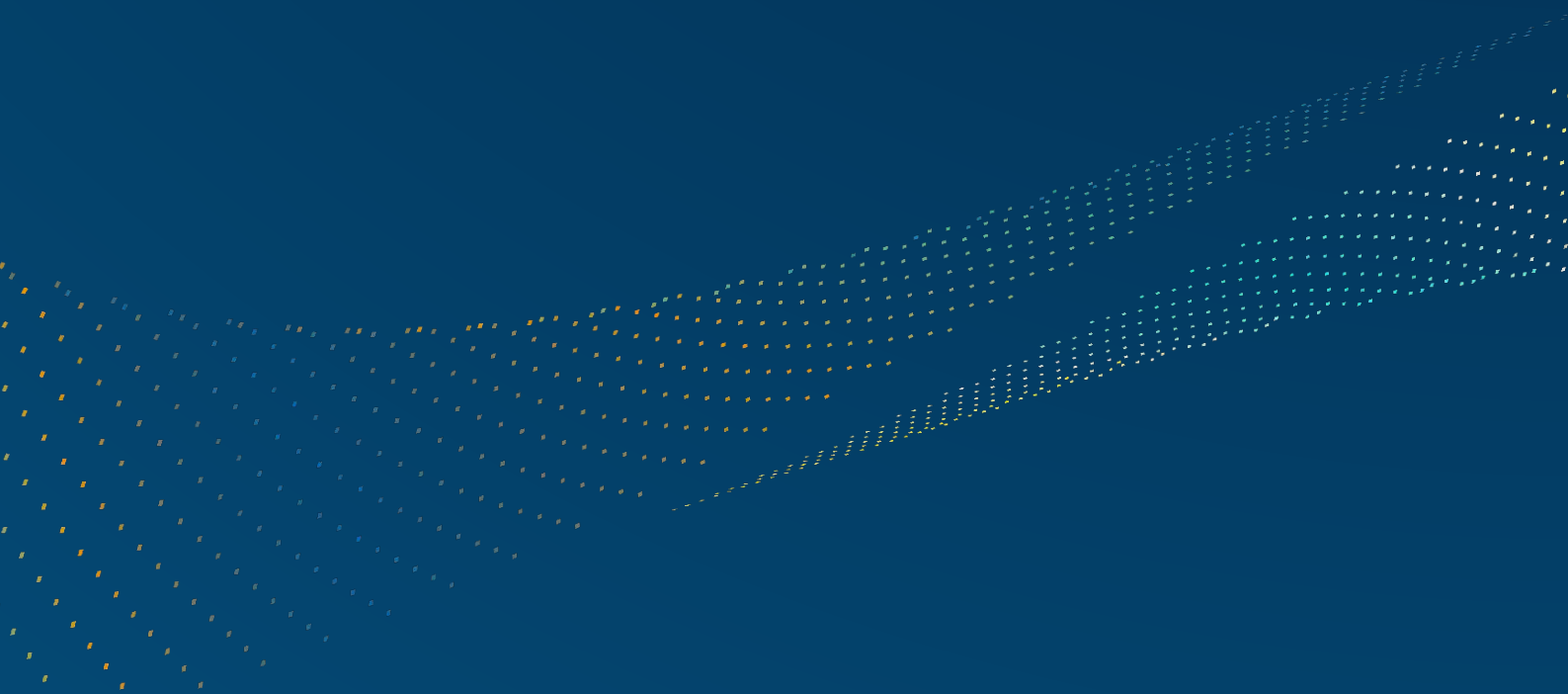
convention 2025

May 13-15th 2025
LAKE GARDA

Italy

S Y N E R G Y

people | sustainability | innovation



AGENDA

MAY 13TH

RETAIL TOUR (only for guests who have confirmed their participation)

12:15 - 17:45

Retail Tour with meeting point outside **HD8 Hotel Milano**



TRANSFERS DURING THE RETAIL TOUR AND RETURN TO SALÒ BY DEDICATED SHUTTLE BUS

POSITION HD8 Hotel



In the coming days, you will receive a digital copy of the complete programme for the visit.

A-ROSA HOTEL

19:30 - 22:00

Informal open dinner at **A-ROSA Hotel Salò**



SHUTTLE SERVICE

19.15 - last departure 23.00
FROM HOTEL SAVOY TO HOTEL A-ROSA AND RETURN

POSITION A- Rosa Hotel



AGENDA

MAY 14TH

VITTORIALE DEGLI ITALIANI

10:00 - Welcome and Showcase

10:45 - 12:20 Plenary Session

12:20 - 12:50 Welcome at the showcase, hosted by Gabriele Maifredi, Promotica Vice-President and COO, and **brands presentations**

12:50 - 13:20 Showcase

13:20 - 14:30 Walk through lunch

14:30 - 17:30 Visit at **Costaripa Winery** bespoke tour & wine tasting

19:30 - Gala Dinner

POSITION Vittoriale



MAY 15TH

BOAT TOUR (only for guests who have confirmed their participation)

09:30 - Checkout hotel

11:00 - 12:00 Boat Tour Sirmione

12:30 - Lunch

14:00 - Departure for the airport



SHUTTLE SERVICE

9.15 - last departure **9.45**
FROM HOTEL A-ROSA TO VITTORIALE
FROM HOTEL SAVOY TO VITTORIALE



14.30 - 17.30
SHUTTLE TO AND FROM COSTARIPA

19.15 - last departure **19.45**
FROM HOTEL A-ROSA TO VITTORIALE
FROM HOTEL SAVOY TO VITTORIALE

00.00 - last departure **1.00**
FROM VITTORIALE TO HOTEL A-ROSA
FROM VITTORIALE TO HOTEL SAVOY



09.30
TRANSFER TO SIRMIONE



14.00
AIRPORT TRANSFER

RETAIL TOUR

MAY 13th

SYNERGY

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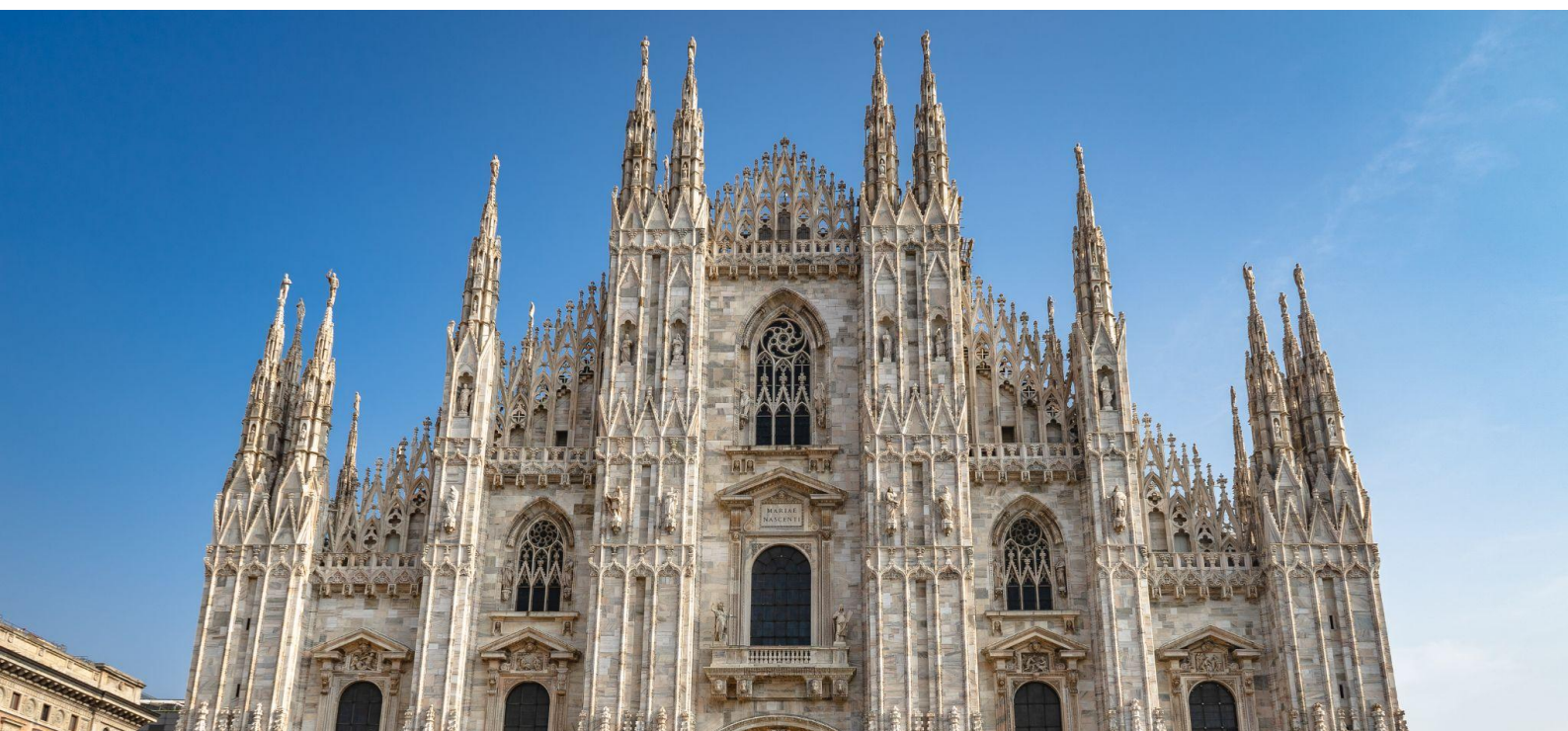
From 12:15 to 17:45

Including light lunch & dedicated transfer

Kiki Lab's team will take you on an exclusive tour to discover some of the most innovative and inspiring retail spaces in Milan.

Get a glimpse into the future of retail and discover cutting-edge store concepts that combine technology, design and sustainability. From pioneering formats to unique shopping experiences, this tour will provide valuable insights into the latest industry trends.

A must-attend opportunity for those who wish to explore the **evolution of retail** in one of the World's Fashion and Business Capitals.



PLENARY SESSION 2025

SPEAKERS

SYNERGY
people | sustainability | innovation

MAY 14th



Diego Toscani

CEO & FOUNDER **PROMOTICA GROUP**

Diego Toscani is the **CEO** of **Promotica Group**, a company he founded in 2003, which has now become one of the leading players in the loyalty and engagement market in Italy and beyond.

He is frequently invited as a speaker at conferences and events on topics related to **loyalty**, business models and strategies, and sustainability.

Currently, he also serves as CEO and Chairman of the Board of Directors for several companies, including **Pozzi Milano**.

Additionally, he is a Board Member of Vedrai, a tech company that supports businesses in strategic decision-making.

#PROMOTICA

#LOYALTY

SPEAKERS

MAY 14th

Mariano DiottoNEUROBRANDING EXPERT & BRAND
STRATEGIST

Mariano Diotto is the **coordinator of the Brand Department** at **AINEM** (Italian Association of Neuromarketing), a member of the **NMSBA** (Neuromarketing Science & Business Association), and a member of **AISS** (Italian Association for Semiotic Studies). He is the founder of the degree programs in the Communication Department at IUSVE University in Venice and Verona, a university professor, and the Director of the HOEPLI Neuromarketing Series. **He is the founder and CEO of Italy's first portal entirely dedicated to neuromarketing** and its applications. He created and brought to Italy the first international degrees in **Web Marketing & Digital Communication and Advertising & Marketing**, importing the American educational model to our country: theory and practice combined in a training program where companies collaborate with the academic world to reflect on the professional future of young people. He has written and edited numerous best-selling scientific and popular books, participating in international research in advertising, brand positioning, and **neuromarketing**.

#NEUROMARKETING

PLENARY SESSION 2025

SPEAKERS

SYNERGY
people | sustainability | innovation

MAY 14th



Fabrizio Valente

CEO & FOUNDER **KIKI LAB**

Fabrizio Valente has been working in the **retail and consumer industry** for over 35 years. After gaining extensive experience in the sector, in 2001 he founded Kiki Lab, a consultancy firm specializing in retail research, consulting, and training, collaborating with many of Italy's leading food and non-food retail chains. Since 2020, Kiki Lab has been part of Promotica Group.

In 1991, he co-founded Ebeltoft Group, a global consortium of 18 retail consulting firms across all continents, where Kiki Lab is the sole Italian member. He's a frequent speaker on topics such as retail, innovation, change, and team motivation, he frequently presents at trade fairs, conferences, and conventions in Italy and abroad.

For 20 years, he has led the ongoing global research **Retail Innovations**, published annually, and serves as Chairman of the Innova Retail Award jury. He has also organized and led over 100 "**Retail Tour**" worldwide, helping Italian managers gaining inspiration to successfully innovate their businesses.

#RETAIL



In the **SHOWCASE** section our loyalty projects currently on the market and many other news.

Starting from 12.20 p.m. we will be waiting for you with **the best brands and their innovative products** particularly designed for the **promotional industry** and presented by **Gabriele Maifredi**.

GABRIELE MAIFREDI



Gabriele Maifredi joined Promotica in 2013 as Director of the Market Proposition Area, overseeing the design of loyalty campaigns and the definition of supply agreements and **product development**. Today, he holds the position of **Vice President** and **COO**.

A preview of a few brands you will find in the 2025 edition.



AN EXQUISITE WINE TASTING AT COSTARIPA

Combining tradition and innovation, **Costaripa Winery** produces top-quality wines that reflect the authenticity of its land and the care of its vineyards.

Nestled in the hills of **Valtenesi**, the winery benefits from the unique microclimate of Lake Garda, where cooling breezes and diverse soils create distinctive, refined wines.

Costaripa will give you the opportunity to immerse yourself in the world of Mattia Vezzola's wines, one of Italy's **most renowned winemakers**. Beginning in the vineyard and exploring every corner of the winery, your visit will conclude with a tasting of four wines.



*You will have a unique opportunity to enjoy the **wine tasting** with **one of the finest glassware** from the **IVV brand**.*



GALA DINNER

SYNERGY

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BLACK TIE OPTIONAL

19:30 Chefs for Life Charity Dinner

A unique and unrepeatable experience! Born in Brescia in 2019 from an idea of Diego Toscani and Ljubica Komlenic, **Chefs for Life** is a solidarity initiative that combines Gala dinners in exclusive locations with charitable purposes. A team of **renowned Chefs and Pastry Chefs** will join forces for an exclusive night to create legendary dishes from world cuisine, all for one and only purpose: **charity**.



CHEFS
FOR LIFE



GALA DINNER VENUE

Vittoriale degli Italiani

Gardone Riviera, Lake Garda

LOCATION





For further information or
assistance, please contact

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