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i CONVEGNI di SVILUPPO & ORGANIZZAZIONE



THE PROJECT

Sviluppo&Organizzazione, the Italian longest-lived and most prestigious magazine dedicated to Business Organization Management, promotes the second edition of its **round of conferences** regarding all those **organizational changes** that companies have to implement in order to face a new scenario where social, economical and political assets have radically changed.

The primary target of the conferences is the same as the magazine's: Entrepreneurs and Managers that work in medium and large enterprises' Organization and Human Resources areas.

The contents of "*i Convegni di Sviluppo&Organizzazione*" follow the magazine's philosophy and its goal of **matching Business Organization academic theories to business practices**, using a rigorous but not self-referential tone.

Each conference starts with a keynote speech called *lectio magistralis* held by a remarkable and highly influential Speaker (usually a member of *Sviluppo&Organizzazione's* Scientific Panel), followed by speeches and debates among Managers, Entrepreneurs and University Professors. Conferences are free of charge for all the subscribers of the magazine and require the payment of a registration fee for everybody else.

2011 REVIEW

In 2011 three conferences took place in a double edition format (each event was held both in Rome and Milan).

Titles, dates and a final balance of last year's conferences are reported below:

MEASURING ORGANIZATIONAL PERFORMANCES – Uses and abuses of business metrics

Millan, February 24 and Rome, March 24

MILAN		ROME	
ENROLLED	205	ENROLLED	67
PARTICIPANTS	144	PARTICIPANTS	51
NEW SUBSCRIBERS	30	NEW SUBSCRIBERS	15



SIMPLIFICATION AND COMPETITIVENESS – In search of good rules for organizations

Milan, June 7 and Rome, July 5

MILAN		ROME	
ENROLLED	71	ENROLLED	56
PARTICIPANTS	42	PARTICIPANTS	29
NEW SUBSCRIBERS	7	NEW SUBSCRIBERS	9

REDESIGN AN ORGANIZATION – Integrating organizational roles, technologies and knowledge

Milan, September 29 and Rome, October 13

MILAN		ROME	
ENROLLED	110	ENROLLED	77
PARTICIPANTS	72	PARTICIPANTS	41
NEW SUBSCRIBERS	23	NEW SUBSCRIBERS	15

If we only consider single enrolments, in 2011 the “*i Convegni di Sviluppo&Organizzazione*” project has had **500 visitors** coming from **334 companies** (so-called “final users”); **264** of them are **subscribers** to *Sviluppo&Organizzazione*, **99** are **new subscribers**, **58** are **paying visitors** and **79** have been **invited** by Sponsors.

2012 EDITION

Four conferences are scheduled for the **first semester of 2012**: one in **Rome**, two in **Milan** and one in **Padua**. Titles and dates are reported below:

BRINGING INNOVATION IN THE HEART OF THE COUNTRY

Public Administration beyond latest reforms

Rome – February 22, 2012

It’s impossible to discuss about the Public Administration reforms without taking the current financial crisis’ consequences into account.

The seriousness of this fiscal and financial crisis that has hit the country has determined a scenario of change that requires an encompassing transition project, based on an adequate knowledge of assets, functioning, problems and results of current structures, avoiding prejudicial and superficial approaches.

The crisis accelerates processes, forces us to face matters that have been ignored for too long; on the other hand, the stimulus given by this crisis can also be used to look not only at the near future, but beyond that, and this can be done only by abandoning a logic of mere emergency. It’s necessary to adopt severe measures of change in the overall design of the country and its territorial autonomies; measures that can encourage new organizational assets in support of innovative public policies.

It’s also time to face the limits of all the organizational reforms enacted in the last 20 years.



INTEGRATING INNOVATIVE TECHNOLOGIES INTO ORGANIZATIONS

Milan – March 29, 2012

Web 2.0, Cloud Computing and *social networks* are part of a new wave of technological innovation that has a great impact on organizational and personal relationships; this nevertheless implies also an emotional involvement. Therefore, organizational planning must face new challenges connected to the need of improving and developing the technologies' potential, people's competence and creativity and organizational systems' informational and cognitive contents.

ENTREPRENEURIAL BUSINESS

Integrating push for innovation within organizations

Padua – April 18, 2012

In the passage from a managerial conception of society, dominated by large enterprises, to an entrepreneurial one, that emphasizes the role of innovative projects led by individuals or small groups, we can see new opportunities linked to businesses' uniqueness.

If entrepreneurship becomes a key factor for success in global competition in a world that is not "flat", then the large number of Italian small and medium enterprises have a lot to say. However, organization has an important role in defining business' uniqueness as well. This means that the potential for innovation within the several Italian entrepreneurial enterprises can have a lot to gain by facing certain organizational matters (recruiting of new managers, generational transfer, strategic management of human resources) in a more methodical way.

MERIT AND EQUITY WITHIN ORGANIZATIONS

The contribution of performance metrics

Milan – May 17, 2012

Organizations are looking for more and more accurate methods to measure organizational results and performances of individuals, groups, sectors, functions, etc. The use of metrics has an external impact in terms of communication and causes relevant internal consequences on organizational climate, relationships and engagement.

The conference is about how the matter of merit, implying an indiscriminate adoption of performance metrics, must face the issues of equity that unavoidably influence their results.

THE FORMAT

Each conference lasts half a day and ends with a buffet lunch.

The schedule starts with a **keynote speech (lectio magistralis)** held by an expert who defines the theme for the other speakers: Managers and Entrepreneurs who bring their case histories. The half-day ends with a Q&A session with the audience.

The participation is free of charge for all *Sviluppo&Organizzazione* subscribers and requires the payment of a € 100+VAT fee for everybody else.

THE TARGET

The target of the conferences is represented mainly by the community of *Sviluppo&Organizzazione's* subscribers and readers. People who work as **Top Managers, Organization Managers or Human Resources Managers** within medium and large enterprises.

The goal of each conference is to have at least **120 enrolments**.



COMMUNICATION AND PROMOTION

The advertising is developed through the whole year on the website www.este.it and the magazines *Sviluppo&Organizzazione*, *Persone&Conoscenze* and *Sistemi&Impresa*.

More than **70,000 contacts** amongst Managers, Entrepreneurs and Professors are invited.

Reportages of the conferences will be published on the magazines and the proceedings will be downloadable from the website.

Each conference is filmed and the videos will be posted on the ESTE website.

The realization of the materials of the events is very important. **Paper invitations** contain general information about the conference, its schedule, the registration form and the logos of the sponsors.

Each visitor receives the **proceedings** of the event. They contain the slides of the presentations, the company profiles of the sponsors, the schedule of the event and the personal profiles of all the speakers.

SPONSORSHIP FORMATS AND FEES

There are two sponsorship formats: **Sponsor** and **Speaker**.

The participation as a **Sponsor** requires a **€6,000.00+VAT** fee for each conference and grants the following services:

- **20-minute long speech to be arranged and agreed with *Sviluppo&Organizzazione* Director;**
- **Excel file containing all the personal data of each enrolled person;**
- **Exhibition desk;**
- Publishing of the company logo on all promotional materials (mailing, brochures, advertising pages, faxes, website);
- Publishing of the company logo and profile on the proceedings of the event;
- Coverage of the event to be published on *Persone&Conoscenze*;
- Video and photo session of the event.

The participation as a **Speaker** requires a **€5,000.00+VAT** fee for each conference and grants the following services:

- **20-minute long speech to be arranged and agreed with *Sviluppo&Organizzazione* Director;**
- **Excel file containing all the personal data of each enrolled person;**
- Publishing of the company logo on all promotional materials (mailing, brochures, advertising pages, faxes, website);
- Coverage of the event to be published on *Persone&Conoscenze*;
- Video and photo session of the event.

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