

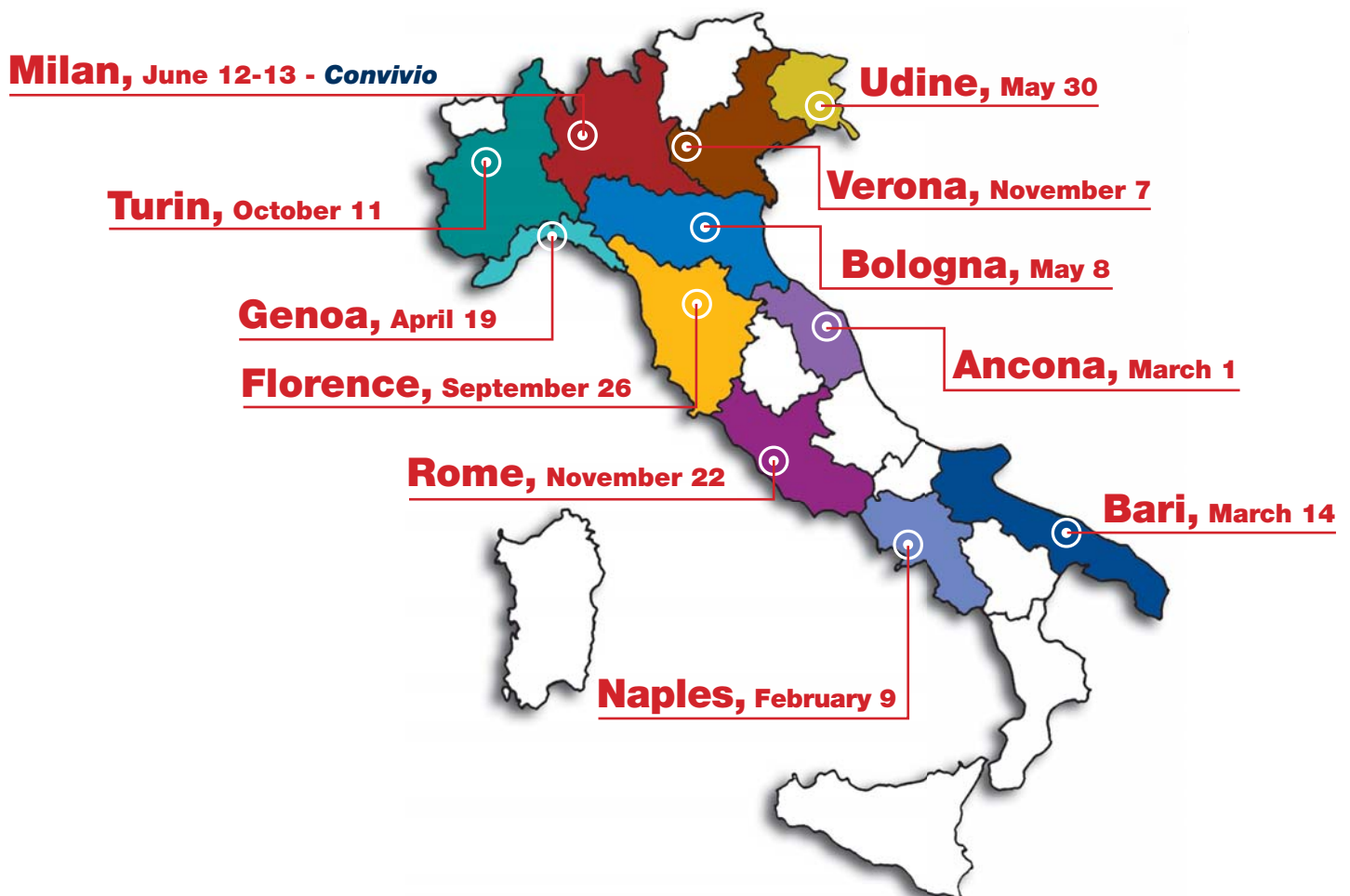


2012 Edition - Business as a network of stories

New content for a new format

Getting closer to businesses

In 2012 the round of conferences organized by the magazine **Persone&Conoscenze** will be **renewed**: the new format will encourage narration and give heed to stories of work and business. Stories that have at their center the value of people, who are the real engine of companies that want to compete and grow.



BIRTH AND EVOLUTION OF THE PROJECT

The first *Risorse Umane e non Umane* conference was held in October 2007 in Milan. The aim of the project has always been to give entrepreneurs and managers a **chance to meet and exchange opinions and experiences** about managing people. This topic concerns not only the Human Resources Directors, but all those managers who have to handle and lead human capital.

Our meetings are opportunities to debate about the relationships among people in companies, their training, the organization inside which they work, their compensation, their exchange of knowledge, the technological tools that support them. In fewer words they can discuss about non-human resources.

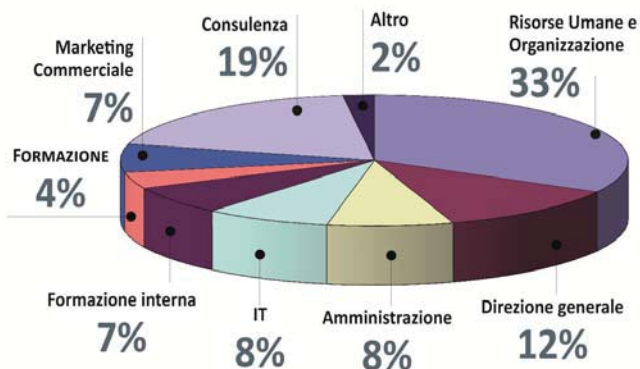
Since 2007 the project has grown and has become a road-show. In the **following 22 conferences** it has reached entrepreneurs and managers of medium enterprises all over Italy.

Only in 2011 **1,845 people** (coming from **1,136 companies**) have enrolled for the *Risorse Umane e non Umane* conferences, that took place in **Rome, Bari, Bologna, Milan, Turin, Firenze and Padua**.

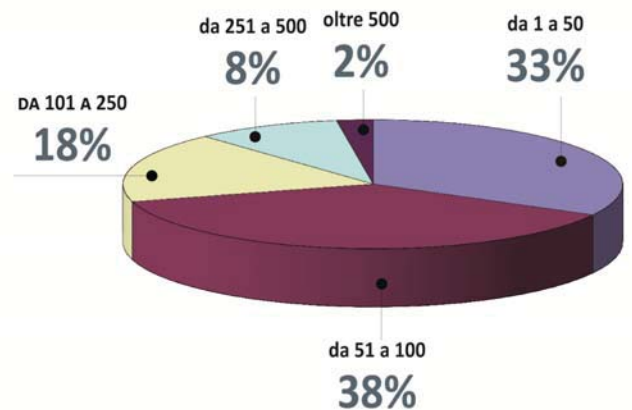
These are the results of 2011:

City	Enrolled/Participants	Companies
Rome	327 (167)	226
Bari	197 (134)	119
Bologna	234 (147)	150
Milan	563 (342)	310
Turin	206 (131)	132
Florence	174 (104)	97
Padua	144 (96)	102

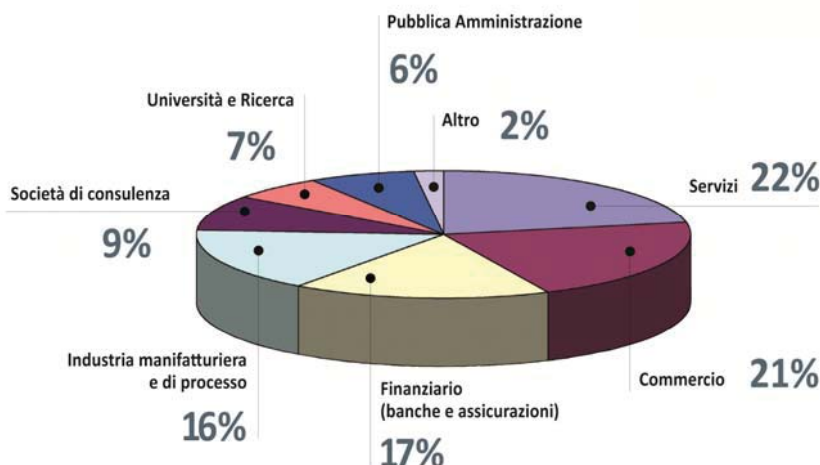
Visitatori per Funzione aziendale



Aziende partecipanti per numero addetti



Settore di provenienza



SPONSORS AND EXHIBITORS

Risorse Umane e non Umane is a chance for those companies who offer **products, services, solutions and consultancy dedicated to the HR world** to meet and build relationships with potential customers of a certain geographical area.

Exhibitors have a **contact desk/stand** at their disposal where they can meet the visitors. Sponsors not only have the desk/stand, but they can also take part to the conference as **speakers**.

The following are the companies that were Sponsors or Exhibitors at one or more *Risorse Umane e non Umane* conferences in the last 2 years:



CONTENTS – NEW

“Each company is a network of stories. Everyone – from the Managing Director to the single employee – narrates the world from his/her own point of view. A company exists and functions only if we are able to narrate in an efficient and personal way and, at the same time, to listen to everybody else’s narration.

Each one of us, whatever our role is, is always a narrator. Our way of expressing ourselves is the only mean we have to be known by others. And deep inside we all know that our narration makes sense only if we include our own history, our memories of past experiences, our reflections about the present and our commitments and hopes regarding the future in it.

If a business is a network of stories, then the Human Resources Director must be the one who gathers all the different narrations and sews them together in an ordered and sensed fabric. So we can say that every Human Resources Manager is a good narrator and a good listener.” (Francesco Varanini, Coordinator of *Risorse Umane e non Umane*)

FORMAT – NEW

In 2012 *Risorse Umane e non Umane* will have a brand new format. In the past years the conferences were divided into several roundtables, each one dedicated to a specific topic.

This year the meetings will have the format of **20/25 minute-long one-on-one conversations**. Each of the speakers will tell his/her own story, driven by the questions of the moderator (Francesco Varanini, Director of

Persone&Conoscenze or Chiara Lupi, Publishing Director of ESTE).

In this way we will discover how knowledge and good intentions can grow thanks to sincere and open discussions.

Each conference (but the Milan one) will last a day, from 9 am to 5 pm with a coffee break and a lunch break in the middle.

Each conversation will have a title agreed by the speaker and the moderator and will last 20/25 minutes, part of which can be dedicated to a Q&A session with the audience.

THE MILAN CONFERENCE: CONVIVIO

The *Risorse Umane e non Umane* Milan edition is different from all the others. It's more than a simple conference. It's a meeting that is a convention, a feast, a fair and a market all at the same time. It lasts **two days** (from 9 am to 6 pm) and offers several opportunities of cultural enrichment and exchange of experiences.

The *Convivio* takes place at the Milan Marriott Hotel on a 1200 square meter-surface divided into a **Conference Area**, an **Exhibition Area** (with 3m x 3m stands reserved for sponsors and exhibitors) and a **Business Area** (dedicated to meetings with visitors).

Given its different nature and length, the *Convivio* has a different schedule than all the other *Risorse Umane e non Umane* editions and contains interviews, discussions and roundtables.

In last year's edition the schedule had 42 speakers (entrepreneurs, managers, professors, economists, etc.)

TARGET – NEW

The conferences will be promoted to medium and large organization both public and private. The target will cover all sectors (industry, commerce, banks, services) related to the area of the city where each conference is held.

Profiles on which our promotion will focus are: **Entrepreneurs, Managing Directors, HR Managers, Training Managers, Organization Managers, Facility Managers, General Services Managers, IT Managers.**

Predictions for each conference:

City	Area of promotion	Expected enrolment
Naples	Campania – Southern Lazio – Basilicata – Calabria	250
Ancona	Marche – Umbria – Abruzzo – Eastern Tuscany	150
Bari	Apulia – Molise – Basilicata	250
Genoa	Liguria – Southern Piemonte – Northern Tuscany	200
Bologna	Emilia – Southern Lombardy	250
Udine	Friuli Venezia Giulia – Northern and Eastern Veneto	150
Milan	Whole Italy	600
Florence	Tuscany – Northern Lazio – Marche	200
Turin	Piemonte – Aosta Valley	250
Verona	Veneto – Trentino – Eastern Lombardy	250
Rome	Lazio	300

Participation is free for those who are subscribers to the *Persone&Conoscenze* magazine and for all invited **Entrepreneurs and Managers.**

As for freelancers and people who work for companies that offer products, services, consultancy and solutions related to the HR field and are not sponsors or exhibitors of the event, the enrolment requires the payment of a € 150,00 fee.

PROMOTION AND ADVERTISING

ESTE promotes the event in several ways:

- **Advertising.** Through the realization of advertising pages or advertorials to be published on ESTE magazines: *Persone&Conoscenze*, *Sviluppo&Organizzazione*, *Sistemi&Impresa*.
- **Mail invitations.** Through paper brochures sent by ESTE, sponsors, exhibitors and partners.
- **E-mail.** Through e-mail marketing activities towards targets that are part of ESTE database.
- **Web.** Through a section of the website www.este.it specifically dedicated to each event.
- **Fax.** Through faxing activities towards targets that are part of ESTE database.

In 2012 the promotion of each single conference will be strengthened by direct invitations made by a team of 2 persons who will do this with personalized letters and an intense telemarketing activity.

SPONSORS AND EXHIBITORS – *NEW*

It's possible to sponsor each single *Risorse Umane e non Umane* conference with three different formats: **Sponsor**, **Speaker** and **Exhibitor**.

The **Sponsor** Format guarantees the following services:

- Slot for a speaker in the conference schedule;
- Excel file with all the data of each enrolled person;
- Exhibition desk (3m x 3m stand only for the Milan conference);
- Publishing of the company logo on all promotional materials (mailing, brochures, ad pages, faxes, website);
- Publishing of the company logo on the proceedings of the event;
- Publishing of a company profile on the proceedings of the event;
- Provision of up to 200 promotional paper brochures;
- Coverage of the event to be published on *Persone&Conoscenze*;
- Video and photo session of the event.

The **Speaker** Format guarantees the following services:

- Slot for a speaker in the conference schedule;
- Excel file with all the data of each enrolled person;
- Publishing of the company logo on all promotional material (mailing, brochures, ad pages, faxes, website);
- Publishing of the company logo on the proceedings of the event;
- Publishing of a company profile on the proceedings of the event;
- Provision of up to 200 promotional paper brochures;
- Coverage of the event to be published on *Persone&Conoscenze*;
- Video and photo session of the event.

The **Exhibitor** Format guarantees the following services:

- Excel file with all the data of each enrolled person;
- Exhibition desk (3m x 3m stand only for the Milan conference);
- Publishing of the company logo on all promotional material (mailing, brochures, ad pages, faxes, website);
- Publishing of the company logo on the proceedings of the event;
- Publishing of a company profile on the proceedings of the event;
- Provision of up to 200 promotional paper brochures;
- Coverage of the event to be published on *Persone&Conoscenze*;
- Video and photo session of the event.

Sponsorship fees:

City	Sponsor	Speaker	Exhibitor
Naples	€6.500	€5.500	€4.500
Ancona	€5.000	€4.000	€3.000
Bari	€6.500	€5.500	€4.500
Genoa	€5.000	€4.000	€3.000
Bologna	€6.500	€5.500	€4.500
Udine	€4.500	€3.500	€2.500
Milan	€8.500	-	€6.500
Florence	€6.500	€5.500	€4.500
Turin	€6.500	€5.500	€4.500
Verona	€6.500	€5.500	€4.500
Rome	€7.000	€6.000	€5.000

CONTACTS

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PICTURES FROM THE 2011 EDITION

