

## ***Social Media Week Italy: Rome tops Milan!***



**5 days of meetings and presentations**

**130 free events**

**250 speakers**

**Over 5,000 physical attendees**

**Reaching an audience of over 40,000**

**These are the results of an entire week dedicated to digital opportunities. The next edition will be held in Milan, 19 - 23 of September 2011.**

Rome - February 14, 2011

On Friday, the second edition of the Italian Social Media Week came to a conclusion in Rome. Over 40,000 people were engaged in the conference held throughout the capital city.

*"The Roman edition - said **Marco Montemagno** and **Marco Antonio Masieri**, co-founders of Augmendy - exceeded that of Milan in quality and quantity. The conference involved experts, but also many newcomers, sharing the many opportunities the Internet has to offer with the public. The success of Social Media Week in Rome was largely due to the ability of bringing Internet to the people - in the streets, trains, museums - always finding ways to actively involve the public. "*

Youth Minister **Giorgia Meloni**, who participated in the event *Start Up Lab*, said: *"This event has taught young people that many of their future opportunities can grow from the Internet. For a generation that faces many difficulties, but also as the first generation not to have known the world without Internet, they can figure out how to use the web as an element of strength. Even for the older generations the lessons are similar and much more can be done, especially on the issue of innovative companies, with how to take advantage of the internet and how its use can be transformed into economic activity and productivity."*

The leading partner of Social Media Week was **Ferrovie dello Stato** (the Italian Railways), who supported Social Media Week by holding the opening press conference as well as providing an entire train which brought journalists and bloggers to the conference from Milan, Bologna, and Florence. Other major partners included **Bnl Gruppo Bnp Paribas**, **The New Ford Focus** and **illy**.

In collaboration with:

**Bnl Gruppo Bnp Paribas**, the bank of Social Media Week Rome  
**illy**, the official coffee of Social Media Week Rome  
**New Ford Focus**, the car of Social Media Week Rome

Among the Italian guests were:

**Adam Arvidsson, Emilio Carelli, Giorgio Barberio Corsetti, Luca De Biase, Luca Dini, Monica Fabris, Fabrizio Falconi, Paolo Gentiloni, Oscar Giannino, Lilli Gruber, Linda Lanzillotta, Giorgia Meloni, Modà, Eduardo Montefusco, Luigi Montuori, Adolfo Panfili, Andrea Pellizzari, Max Pescatori, Irene Pivetti**, direct from space the astronaut **Paolo Nespoli** (European Space Agency) and many more...

Among the **international** guests who attended the second Italian edition: **Carlos Eduardo Espinal**, a partner at Seedcamp, one of the largest investment funds specializing in start-ups in Europe; **Divya Gugnani**, CEO of Behind the Burner, CEO of Send the Trend; **Will Mills**, Director of Music and Content at Shazam Entertainment; **Alexis Ohanian**, co-founder of Reddit, Breadpig founder and angel investor; **Eric Schwartzman**, communications consultant to businesses, the US Military, government agencies and nonprofits; **Elizabeth Stark**, co-founder of the Open Video Alliance and Lecturer in Computer Science at Yale University; and **Peter Sunde Kolmisoppi**, co-founder of The Pirate Bay and Flatlr.

**Alexis Ohanian**, guest speaker at the event *Start Up Lab* said: "The 'Made in Italy' brand already has so much value in the world, after attending Social Media Week in Rome, I'm convinced it's only a matter of time before we start seeing it associated with web startups, too!"

**Carlos Eduardo Espinal**, also a guest speaker at the event *Start Up Lab* stated "SMW's Startup Lab forum was a great initiative to bring together representatives from the investment and entrepreneurial communities and to explore the issues that are top-of-mind for both. As a forum, we discussed various very relevant issues ranging from how investors evaluate companies to how to go about thinking of developing a company abroad. Our balanced panel was able to provide a diversified range of perspectives on the various topics. Lastly, Marco [Montemango] did a stellar job of moderating not only different languages, but keeping the entire group focused and energized on how to best analyze the topic at hand."

**Divya Gugnani**, a panelist in the event *eCommerce: fighting the crisis online*, stated: "Social Media Week in Rome was an enlightening and fruitful experience. It was great to learn about the Italian economy, particularly eCommerce and also share tips on what is working on the web in the United States. The best part of the week was meeting talented and aspiring entrepreneurs."

"Social Media Week Rome was a very professionally run and enlightening conference. Great locations and high level debate on the subjects that matter in the space. I'd certainly like to head back." said **Will Mills**, who participated in the event *Music In the Clouds*.

**Elizabeth Stark**, a panelist in the event *Internet, assault on power* stated: "You could really sense the energy and excitement at Social Media Week. It's clear that Italy is on the cusp of a new media and startup revolution, and this is only the beginning."

Milan will host the third edition of the Italian edition of Social Media Week from the 19th through the 23rd of September.

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*The organizers would like to thank all partners, media partners, technical partners, patrons and supporters: 01net, 77agency, ADV, Alterian, American Embassy, Applicando, Arte bellezza Cultura, Assintel, Assodigitale, Ateneo Impresa, Banzai, Berto Salotti, Best Western, BlackBerry, Blogosfere, BNL - Gruppo BNP PARIBAS, British Council, BTO Educational, bwin.it, Casa.it, CATTID La Sapienza, Centro Turistico Studentesco e Giovanile, Civita, Codice Internet, Consiglio Regionale del Lazio, Comune di Roma, Current, DailyNet, Due Spaghi, Enter, Expedia, Explora, Ferrovie dello Stato, Festival della Scienza, Fondazione Mondo Digitale, Ford ,Freedata, Glamoo, GPF, GV, IAB Italia, illy, Interconnessioni, Jobmeeting.it, Kodak, La7, L'espresso, Macro, McLink, Mindshare, Youth Ministry, Ministry of Economic Development, MYmovies, MySpace, Nòva (Il Sole 24 Ore), Netcomm, Netforum, Fandango incontro, Galleria Alberto Sordi, Omnicom Media Group, Più Sani più Belli, Populis, Province of Roma, Pubblicità Italia, Publicis, RDS, Reti, SkyTg24, VanityFair.it, Viadeo, Virgilio, Vodafone, YouTube and Zetema.*

#### **AUGMENDY:**

The mission of Augmendy, via diverse methods and activities, is that of putting companies and participants in the social media market in contact, organizing events and training initiatives. Augmendy organizes the Italian edition of [Social Media Week](#). The founders are Marco Antonio Masieri and [Marco Montemagno](#), also co-founders of [Blogosfere](#) ( the largest European network of professional blog of information) and of [Codice Internet](#) (a non profit association which promotes the use of Internet in Italy).

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