

VITO DI BARI

A JOURNEY INTO
**THE FUTURE OF
MARKETING**

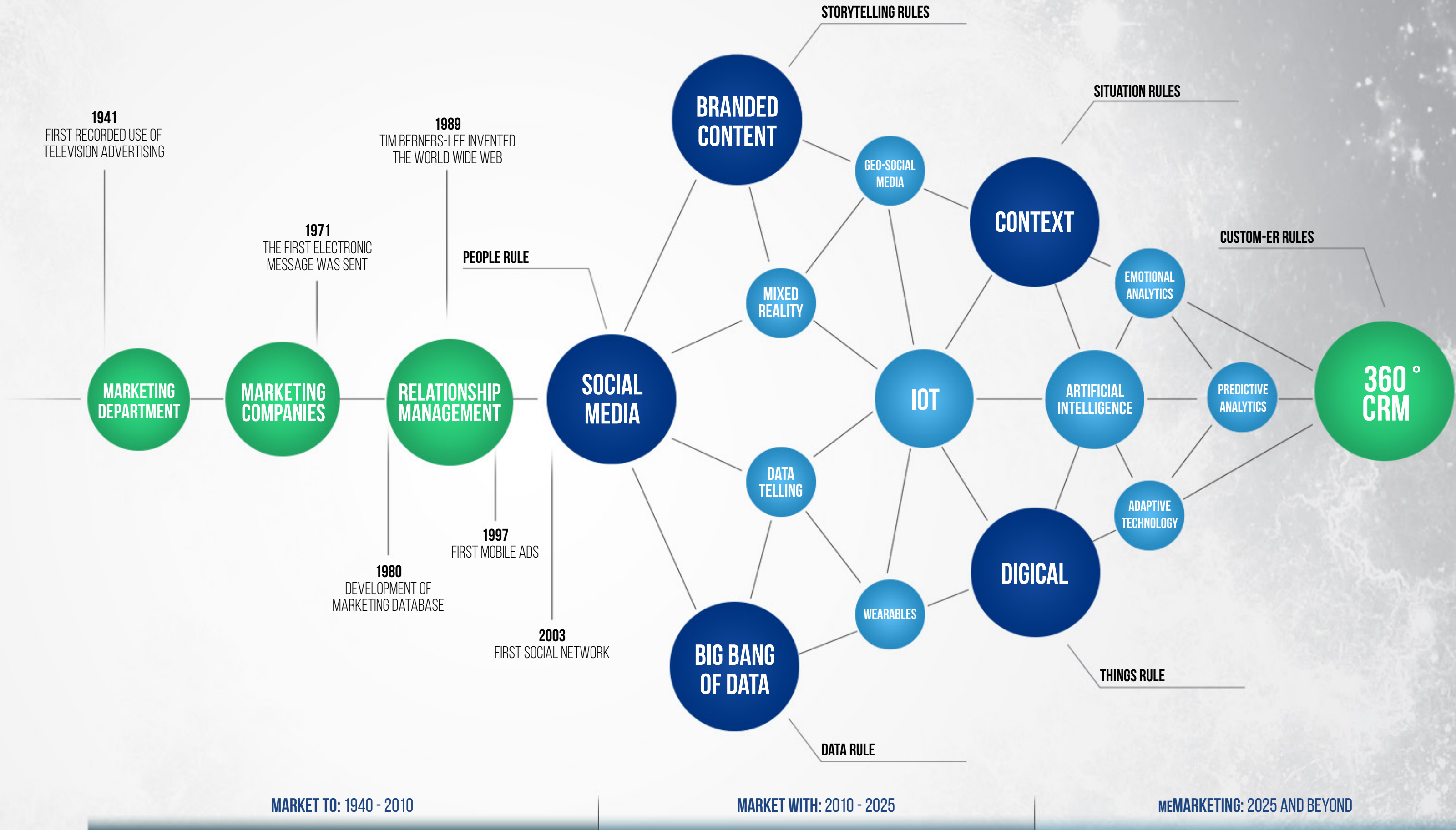
Connection Economy, Social Commerce, Next Gen,
Mixed Reality, Digical, Geomarketing, 360° CRM

vitodibari.com



The Marketing Arrow

FROM
**SOCIAL
 MARKETING**
 TO
360° CRM
 IN **5** STEPS



MARKET TO: 1940 - 2010

MARKET WITH: 2010 - 2025

meMARKETING: 2025 AND BEYOND

[Research by Rob Salkowitz, D. Steven White, Tobias Koheler]

THE CONNECTION ECONOMY

4 COMPANIES ARE LEADING THE WAY



7 PROFESSIONALS YOU WILL NEED ON YOUR FUTURE MARKETING TEAM

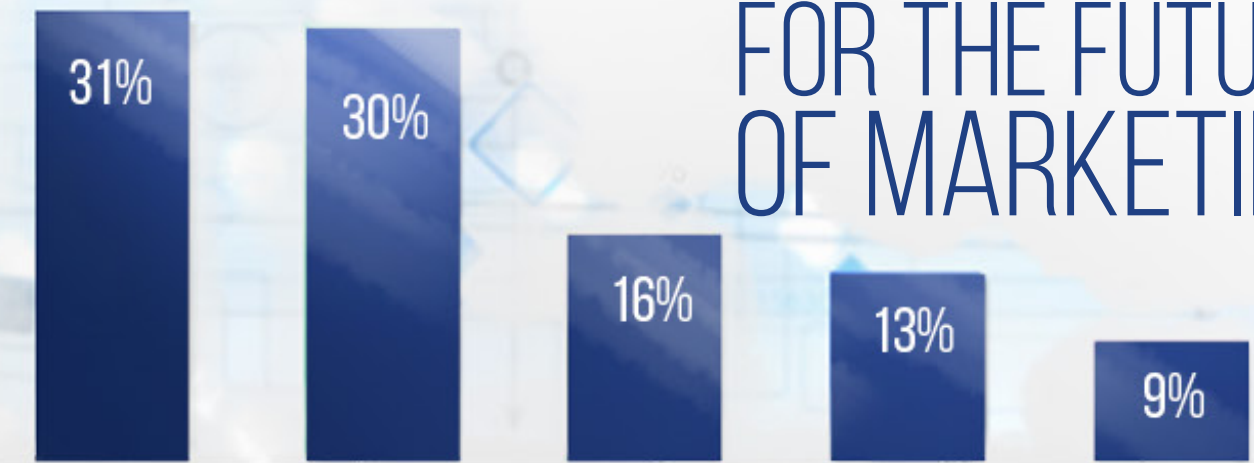
Vito Di Bari's **NEXT TOP 10**

LEARN HOW TO ENGAGE WITH THE NEXT GENERATION OF **TRUE MILLENNIALS**

WITH A **9** SECONDS ATTENTION SPAN



DISCOVER **5** GAME CHANGING TECHNOLOGIES FOR THE FUTURE OF MARKETING



SEE THE **NEXT TOP 10** MARKETING TRENDS

A journey into the future of marketing - the movie



VIRTUAL ASSISTANTS WILL
CHANGE THE WAY YOU SHOP

SIGNAGE
COMES TO LIFE
RIGHT BEFORE
YOUR EYES



MIXED REALITY
BRINGS YOU AND
YOUR CUSTOMER
TO ANOTHER WORLD



TOTAL CUSTOMIZATION
YOU WILL
GET WHAT YOU WANT
HOW YOU WANT, WHEN YOU WANT



ROCK YOUR EVENT WITH THE VERY BEST SPEAKER

Vito's keynotes combine the depth of science and the magic of entertainment. His keynotes are founded on a solid scientific approach, include the unveiling of new technologies, and reveal a detailed forecasting of medium-term business trends.

His background as United Nation's IMI UNESCO Executive Director and university professor is harmoniously paired with his showmanship style to create memorable storytelling using custom films on theatrical screens, and the occasional coups de theatre, to show us how our lives will change in the next 5 to 15 years. Tailored to each individual event, because no two keynotes are alike, he recounts the stories of evolution of individual business segments, uncovers the future way of working in those industries, as well as the future competition in those markets. Telling stories of individuals responsible for pivotal moments throughout history while echoing the works of artists, writers, and philosophers, all narrated as an enchanting tale of the never-ending challenge of human civilization. Now throw in some metaphors, paradoxes, and jokes...a lot of jokes. Live interactions with the audience to sprinkle in extemporaneous brainstorming, some blitz surveys, Q&A's, and even dancing. Add a dash of live tweets to and from the people in the room, tweeting infographics and receiving back comments in real time.

***"Vito Di Bari engineers dreams.
Concrete dreams, based on solid facts."***

[Kenneth Arrow, Nobel Prize for Economics]



THIS IS VITO DI BARI AND WHY YOU NEED HIM FOR YOUR NEXT EVENT

Vito Di Bari was the Innovation Designer for the World Expo 2015, Executive Director at United Nations' UNESCO, in Paris, and Professor of Design and Management of Innovation at Polytechnic University of Milan. Quoted as one of the three most influential futurists in the world, Vito has published 11 books on innovation and hosted the show "Live from the Future" on Discovery Channel. Named Big Thinker 2014, he is considered the thought leader of the tech driven design movement Neo-Futurism. TEDx speaker in five continents. The Financial Times has defined him as "the Guru of Innovation and Design"; the Nobel for Economics Kenneth Arrow, said, "Vito Di Bari engineers dreams. Concrete dreams, based on solid facts".

***"The New European Guru of
Innovation and Design"***

[Financial Times]

THE ONLY FUTURIST THAT TALKS ABOUT THE FUTURE AND SHOWS IT TO HIS AUDIENCES

This is how Vito Di Bari creates emotionally impactful and memorable events



Magical Storytelling

Vito explains the most advanced and technological trends by using real-life examples that are easy to understand.



Visual Entertainment

Through the use of videos, music and brilliant visuals, Vito Di Bari's speeches are less like a speech and more like a show that audiences will be talking about for years to come.



Audience Involvement

An engaging and inspiring presentation that draws audience participation.



Custom, Always

Fully immersed in your industry and company, Vito will deliver insight into trends that will determine the future of you and your customers.

THEY HAVE ALREADY CHOSEN HIM

What about you? It's time to start your journey into the Future



ClaroTec
Empresarial

BOSCH

WORLD
ECONOMIC
FORUM

ABB

CISCO

TM
ONE



CANACINTRA

IBM

Comex

ZURICH

accenture

Campus
Party™

Discovery
CHANNEL

FINCONS
GROUP



NISSAN

alestra*

HITACHI

TED Ideas worth
spreading

Allianz



electronica



COMPUTEX
TAIPEI

SIEMENS

sky

ufi

SEMINARIUM
Inspiring your full potential

Coca-Cola

Microsoft

FOX

CAMP2016
15º CONGRESO ANUAL DE MARKETING • PERÚ

EXMA
EXPOMARKETING

ORACLE

UniCredit

LG

Schneider
Electric

Ferrari

Deloitte.