

WORKSHOP
HERACADEMY

5th December 2023
SPAZIOHERA

at the Hera Group premises
Viale C. Berti Pichat no. 2/4,
Bologna



Intelligence of the future: new horizons to guide the relationship between human and artificial intelligence

- 2.30 pm** Participants registration
- 3.00 pm** **WORKSHOP INTRODUCTORY MONOLOGUE**
Pierfrancesco Diliberto, known as **Pif**
- 3.20 pm** **OPENING OF PROCEEDINGS**
Alessandro Camilleri - Human Resources & Organization Director of Hera Group
- 3.30 pm** **PRESENTATION OF THE BACKGROUND PAPER**
Rita Cucchiara - Professor at University of Modena and Reggio Emilia
- 4.00 pm** **ARTIFICIAL INTELLIGENCE IN CUSTOMER RELATIONS**
Barbara Carfagna - Journalist
Interviews
Cristian Fabbri - Executive Chairman of Hera Group, Chairman of the HerAcademy Coordination Committee
Fabio Ferrari - Founder and Chairman at Ammagamma
- 4.30 pm** **MACROTRENDS PROJECT 2023-2024**
Enrico Sassoon - Director of Harvard Business Review Italy
Giulia Baccarin - Founder and CEO MIPU Predictive Hub
- 5.00 pm** **ETHICS AND PERSPECTIVES OF ARTIFICIAL INTELLIGENCE**
Luciano Floridi - Professor and Founding Director of the Digital Ethics Center at Yale University, Professor of Sociology of Culture and Communication at University of Bologna
- 5.30 pm** **ARTIFICIAL INTELLIGENCE IN INFRASTRUCTURE MANAGEMENT**
Barbara Carfagna - Journalist
Interviews
Orazio Iacono - Chief Executive Officer of Hera Group
Sergio Gianotti - Head of Public Sector Italy Amazon Web Services
- 6.00 pm** Greetings