

BBS
BOLOGNA BUSINESS SCHOOL



INNOVATION TALKS

FALL 2019



PHILIP MORRIS ITALIA S.R.L.

TUESDAY, NOVEMBER 26 - 6.00 PM

BOLOGNA BUSINESS SCHOOL
VIA DEGLI SCALINI, 18 • BOLOGNA (ITALY)

*GENERATING VALUE WITH AI:
THE ART AND SCIENCE OF INFLUENCER MARKETING*

FABRIZIO PERRONE

CEO
Buzzoole

DISCUSSANT

RICCARDO FINI

Director
BBS Entrepreneurship Hub

To confirm your participation please register at
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The speeches will be in Italian and English language
with simultaneous translation