

THE BUSINESS OF EVENTS STARTS FROM SDA BOCCONI

DISCOVER THE NEW
EXECUTIVE MASTER IN BUSINESS OF EVENTS

YOUR EVENT THAT WILL LEAVE A LEGACY



**1ST DECEMBER
2022**

AUDITORIUM GRANDE
Via Sarfatti, 10
20136 Milan, Italy

TO REGISTER VISIT:

www.sdabocconi.it/EMBE1stdecember

12.30

- **WELCOME AND INTRODUCTION**

Stefano Caselli, Dean SDA Bocconi School of Management
Giuseppe Soda, Professor of Organization Theory &
Social Network Analysis

- **THE IDEA AND THE VISION OF THE EXECUTIVE MASTER
IN BUSINESS OF EVENTS (EMBE)**

Dino Ruta, EMBE Academic Director

- **THE WINTER OLYMPIC AND PARALYMPIC GAMES
MILANO-CORTINA 2026**

Giovanni Malagò, President of Fondazione Milano Cortina
2026 and Chairman of EMBE Advisory Council*

- **Q&A SESSION** (in person and online)

13.15

- **NETWORKING COCKTAIL**

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EMBE

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