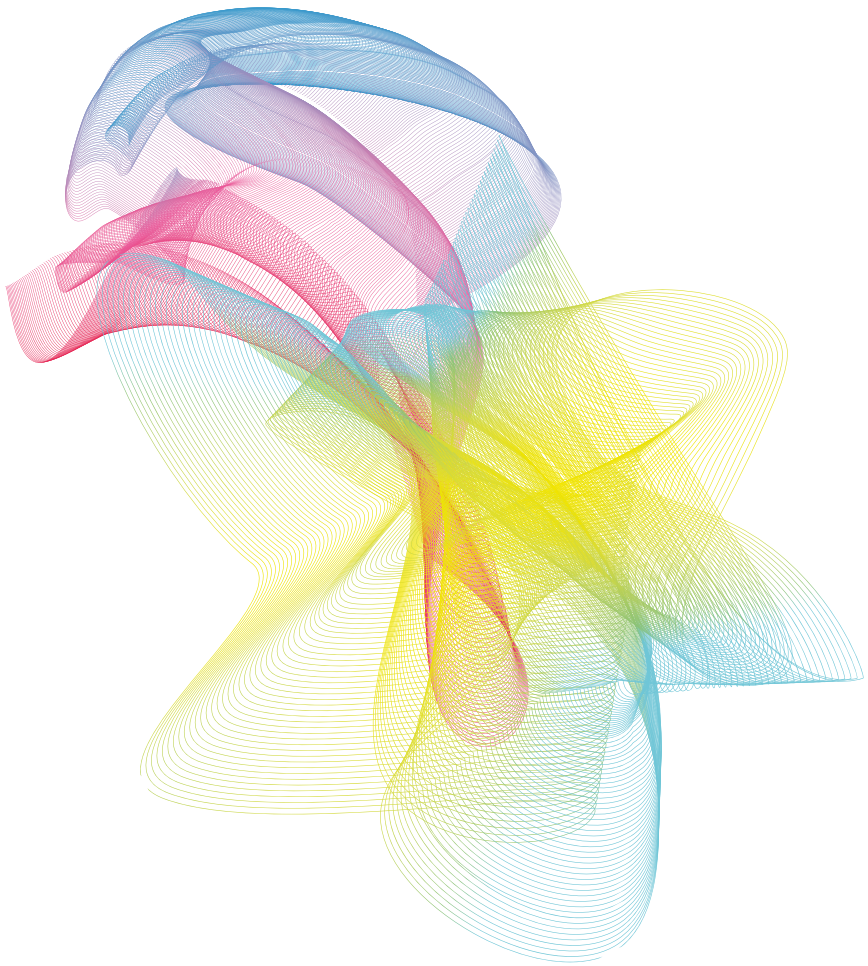


FORUM YOUNG system

An intergenerational sharing project
for economic and professional development



Project by



Main partner

visualitica



ENTREPRENEURS

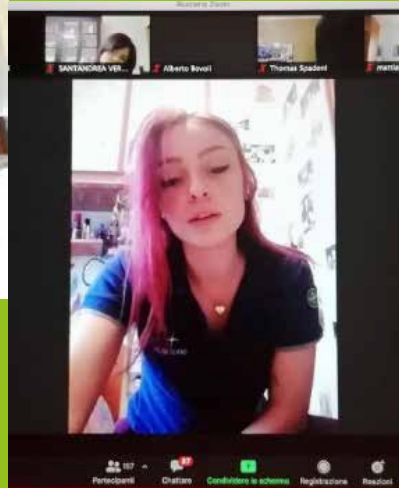


ZED GEN



STARTUPPERS

EXCELLENCE



MILLENNIALS

FORUM YOUNG system



Born thanks to the fruitful cooperation of Pleiadi International, integrated communication agency, and GereBros Live Communications, Forum Young System is a generative, circular communication project that opens up dialogues between Gen Z, Gen Alpha institutions, companies, entrepreneurs, startupper and successful people: who is and who will be the protagonists of the future economy.

An integrated system of relationships and business developed throughout different meetings linked to each other through unique storytelling and fed by the data coming from the Observatory, a virtual space for research. New opportunities, cooperation, start-ups and sharing are born from Forum Young System since 2019. And many more are going to happen.

FORUM YOUNG SYSTEM IT'S AN OPEN, ONGOING PROJECT, CONSTANTLY GROWING. IT COLLECTS NEEDS AND REQUESTS ON DIFFERENT TOPICS, ANSWERS THE YOUTH'S QUESTIONS, CREATES MOMENTS OF DIALOGUE, NETWORKING, DEVELOPMENT AND GIVES COMPANIES KNOW HOW ABOUT THE MANAGERS OF TOMORROW.

TO DO SO,
FORUM YOUNG SYSTEM
KEEPS EVOLVING.

Young Campus is born

FORUM
YOUNG
campus

An FYS format, but updated: the Tables' capability of creating sharing combines with the depth and insight of the School, to create a new concept, interactive and straightforward, to bring the youth's potentials to light and give them real opportunities. There will be reports for work positions, traineeships, internships, accreditation for university and high school credits.

FOR COMPANIES, THE ACCESS TO A VAST AND WELL-ESTABLISHED PROFESSIONAL NETWORK, TO A WIDE DATABASE OF TALENTED PROFILES, TO THE DATA FROM THE OBSERVATORY AND TO MANY CHANCES OF COOPERATION AND GROWTH.

How?

Throughout main partnerships, that are the sources of inspiration for the dialogues and starting point for the Campus; under 25 mentoring groups working as multipliers for the communication; and worldwide brand ambassadors.

THIS WILL WORK TOWARDS TWO DIFFERENT DIRECTIONS

VERTICAL

Thematic deepenings to explore innovation and opportunities, in 4 appointments throughout the year.

FEBRUARY

international
experiences

APRIL

food

JUNE

innovation
technology

SEPTEMBER

green world

HORIZONTAL

After exploring the Italian territory, now it's time for Forum Young to look beyond the borders

UNITED STATES

LEBANON

CHINA

INDIA

UNITED KINGDOM

The goals

+



TO INSPIRE

new ideas and projects able to create the future economy.

+



TO NETWORK

between who does and who wants to do: concrete contacts and opportunities.

+



TO MAP TRENDS

gathering data and sentiment coming from the Gen Z and Gen Alpha to offer references for the future.

The story

Ways of building
the future

**TO STUDY | TO INNOVATE
TO SHARE | TO DO**

2019

The topics that interest
youth

**CREATIVITY | FOOD
SCIENCE | RESPONSIBILITY**

2020

2021

The young generations'
attitudes

**CURIOSITY | MOVEMENT
CONTACT | FOCUS**

2022

4 fields for innovation

**INTERNATIONAL EXPERIENCES
INNOVATION TECHNOLOGY
GREEN WORLD | FOOD**

The numbers

5



**YOUNG
SCHOOL**

8



**YOUNG
TABLES** Faenza, Rome, Forli,
Rimini, Bologna,
Florence, Turin, Trieste

2



**YOUNG
TALK**

+150



SPEAKERS

2000



**YOUNG PEOPLE ACTIVE
AND SUBSCRIBING**

+3000



**MINUTES OF TALK,
DIALOGUE AND VIDEO
RECORDINGS**

12



**NEWCOS AND NEW
PROJECTS LAUNCHED**

5



**SCHOOL
NOTEBOOK**

4



**TABLES
SKETCHBOOK**

The speakers



Guido Stratta
ENEL



Vincenzo Tiani
WIRED



Matteo Zauli
MUSEO ZAULI



Gabriele Franceschini
BAKER HUGHES



Marianna Paella
CITRUS



Giuseppe Zanotti
STILISTA



Fabio Zaffagnini
ROCKIN1000



Tatiana Coviello
DEUTSCHE BANK



Simona Sangiorgi
COMUNE DI FAENZA



Carlo Cracco
CHEF



Alice Parma
COMUNE DI SANTARCANGELO



Caterina De Rossi
CHAMPION



Alessio Roveretti
ASTA - CAR



Gianluca Fantini
FINCERAMICA



Marco Manuzzi
D-AIR LAB



Paolo Tedeschi
CANON



Giancarlo Migliori
MRGOODIDEA



Silvia Giulietti
IFRAME



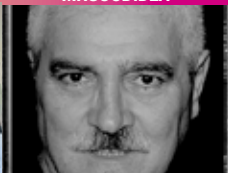
Gaia Alaimo
YOUR MILLENNIAL MENTOR



Vittorio Foschi
TECHNACY



Claudio Dall'Agata
CONSORZIO BESTACK



Mario Beltrambini
VICEPRESIDENTE SI FEST



Gianluca Gorini
CHEF



Fulvia Guazzone
NOI SIAMO FUTURO



Antonio Civita
LIFT-D



Felice Limosani
ARTISTA



Claudio Vicini
ASL-AZ. SANITARIA LOCALE



Ilaria Petitto
DONNACHIARA



Fabio Baldazzi
CAVIRO EXTRA



Marco Treggiari
ALLIANCE LAUNDRY SYSTEMS



Roberto Pasi
BEEING



Massimiliano Dona
CONSUMATORI.IT



Deda Fiorini
COPYWRITER



Cosmano Lombardo
WMF



Vittorio Martinelli
OLYMPUS

The tools

Forum Young is an ongoing event: the 2022 edition is an updated step forward. During 2021 we've been developing a format consisting of



YOUNG observatory

a virtual research centre to collect data and trends and elaborate them in synthetic maps, combined with big data and marketing indexes.

YOUNG school

thematic, vertical deepenings from expert speakers from the field of work: not lessons, but occasions for exploring the topics in-depth

YOUNG tables

physical or digital tables to share ideas, suggestions, inspirations, potentialities between youth and entrepreneurs



YOUNG campus



Hybrid, smart, interactive, rich: Young Campus.

Through a perspective of circular, generative communication, the contents offer the occasion to create links and networking. Thanks to Young Campus the mutual sharing and interactivity reach the top level, being developed throughout all the platforms involved in FYS format: they combine physical presence and online live streaming, social media and Zoom meetings.

FORUM YOUNG system

tables

observatory

talk

school

media

campus

You can be a speaker, a witness, a supporter, a young person who participates: write to the editorial staff to report your project and your brand, we will be happy to personalize your presence in one of the next steps.

Forum Young System

is developed in collaboration with universities and local sponsoring entities and companies

Target: Millennials, Zed Gen, Alpha Gen and all of those who are interested in.

Events: live streaming and in person after registration on the site, www.forumyoung.it

External Relations FYS:
s.granziero@yixingdesign.com
a.biondi@studiopleiadi.it