

First.

The jewellery supremacy

“Integrated communication in the world of gold jewellery”

Organised by the Vicenza Fair

Trissino Room

Friday 18 January 2008 at 10.00

1. Participants:

- a. Marina Bigi. Editorial Director of Vogue Gioiello, Condé Nast group
- b. Fabio Vaccarone. General Director of the Sole 24 Ore System
- c. Fabrizio Caprara. Managing Director of Saatchi&Saatchi advertising agency.

- d. Introduced and moderated by Annibale Pepe: President of PRP consulting, communication strategy consultant and communication manager for the Vicenza Fair.

2. Contents

Together with gold jewellery industry manufacturers and operators this seminar will take an in-depth look at the sector's opportunities and critical factors in the use of communication levers, a fundamental element of marketing strategies. Issues of investment strategies will be discussed in detail, from participation in trade fairs to advertising investments, the role of the big media in the sector, the contribution made by big publishers like the Sole 24 Ore, the contribution of creativity for optimising costs and results from advertising investments.