

II EDITION  
SANGUIS JOVIS WINTER SCHOOL  
**BETWEEN PRODUCT AND MARKET:**  
the values of the brand in Sangiovese

OCRA- Officine Creative dell'Abitare Montalcino

4-6 March 2020



President Fondazione Banfi: Rodolfo Maralli

President Sanguis Jovis Alta Scuola del Sangiovese: Attilio Scienza

Director Sanguis Jovis Alta Scuola del Sangiovese: Alberto Mattiacci

Coordinator: Chiara Naso

## TUESDAY, 3 MARCH

Welcome drink at OCRA

## WEDNESDAY, 4 MARCH

### Brand Building: The profession of the architect

#### MORNING

08.30 - 09.00 Presentation of the course – Rodolfo Maralli, Alberto Mattiacci

09.00 - 10.00 Wine data today – Tiziana Sarnari, Ismea

10.00 - 11.00 Testimonial: *Publicis* – Angelo Baiocchi

11.00 - 12.00 Testimonial: *Bernabei online* - Francesco Giontella

12.00 - 13.00 Co-branding - Gennaro Iasevoli

#### AFTERNOON

14.30 - 15.30 The brand at the point of sale – Sebastiano Grandi

15.30 - 16.30 Testimonial: *Mondadori Group* - Filippo Guglielmone

16.30 - 17.30 Brand, rules and protection - Fabio Lucchesi

17.30 - 18.30 Brand architecture – Alberto Mattiacci

#### EVENING

Taste & Talk. Discussion of daily topics and tasting of a Sangiovese

## THURSDAY, 5 MARCH

### Brand Communication: The challenge of a general

#### MORNING

08.30 - 09.00 Communication at the service of the brand – Alberto Mattiacci

09.00 - 10.00 Scenario of communication – Federica Ceccotti

10.00 - 11.30 Introduction to Project Work – Stella Romagnoli

11.30 - 13.00 Development of projects

#### AFTERNOON

14.30 - 16.00 Presentation of plans

16.00 - 18.00 Round Table: The Brand in Wine: Ferrari, Cusumano, Bertani Domains, Banfi

#### EVENING

Taste & Talk. Discussion of daily topics and tasting of a Sangiovese

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**FRIDAY, 6 MARCH**

**Brand Value:  
the dream  
of the entrepreneur**

**MORNING**

08.30 - 09.30 Brand and Territory: the *Made in Effect* – Enrico Bonetti

09.30 - 10.15 Testimonial: *Amorim Cork Italia SpA* – Carlos Veloso dos Santos

10.15 - 11.00 The brand as an asset value – Pietro Mastrapasqua

11.00 - 12.00 Testimonial: *Birra Peroni* – Gianluca Pinto, Marketing Manager

12.00 - 13.00 Culture as a reservoir – Antonio Lampis

**AFTERNOON**

14.30 - 15.30 Testimonial: *L'Eroica* – Giancarlo Brocci

15.30 - 16.30 Testimonial: *Disney +* – Alessandro Militi

16.30 - 17.30 Conclusion Wine and Tourism – Lorenza Bonaccorsi

17.30 - 18.30 LECTIO MAGISTRALIS: The brand of DOC and of terroir - Attilio Scienza

**EVENING**

Gala dinner at Castello Banfi and conferring of diplomas

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## FACULTY PROFILES

**Alberto Mattiacci** – Full Professor Economy and Business Management - Sapienza University Rome Director Sanguis Jovis

**Attilio Scienza** – Full Professor Viticulture – National University Milan, President Sanguis Jovis

**Tiziana Sarnari** – Market Analyst ISMEA

**Angelo Baiocchi** - President Publicis Group

**Francesco Giontella** - Head of Digital Bernabei online

**Gennaro Iasevoli** – Full Professor Marketing - LUMSA

**Sebastiano Grandi** – Full Professor – Catholic University Sacro Cuore

**Filippo Guglielmono** – Sales Director Mondadori Group

**Fabio Lucchesi** – Agri food lawyer

**Federica Ceccotti** – Associate Professor Economy and Business Management - Sapienza University Rome

**Stella Romagnoli** - Senior Director in Brand Strategy, Corporate & Marketing Communication

**Marcello Lunelli** - Vice President Ferrari

**Diego Cusumano** - CEO and owner Cusumano

**Emilio Pedron** - MD Bertani Domains

**Rodolfo Maralli** – Sales and Marketing Director Banfi

**Enrico Bonetti**- Full Professor Marketing – University of Campania “Luigi Vanvitelli”

**Carlos Veloso dos Santos** - GM Amorim Cork Italia SpA

**Pietro Mastrapasqua** - Tax Advisor, Managing Partner MTEA

**Gianluca Pinto** - Marketing Manager Birra Peroni

**Antonio Lampis** – Museum Director-General – Department of Culture and Tourism

**Giancarlo Brocci** - Founder L'Eroica

**Alessandro Militi** - Vice President Disney Italia