



A COMMUNITY OF
PEOPLE

COMPANIES

OPPORTUNITIES

IDEAS

WORKING TOGETHER

FOR INNOVATION

COMMUNITY DAY - 7 FEBRUARY 2022

TRAVEL & TECH, ENTREPRENEURSHIP, INNOVATION & SUSTAINABILITY



Bianca Bonetti
Moderator



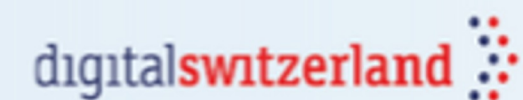
Angelo Trotta
Director



Sara Rosso
President



Stefan Metzger
Managing Director





Dagorà: Lifestyle Tech Community

Nurture and grow a Lifestyle-Tech community by combining agile workspaces, business networking and knowledge sharing

**Dagorà is founding partner of
Lifestyle Competence Center,**

part of Switzerland Innovation Park

**Swiss Innovation Park in Ticino aims to strengthen territorial
positioning and attract investment to generate local value**



**SWITZERLAND
INNOVATION**

PARK TICINO | SITE OF PARK ZURICH



**LIFESTYLE TECH
COMPETENCE CENTER**



OUR VALUES

HUMAN CENTRIC

COMPETENCES
SHARING

PARTNERS
COLLABORATION

IMPACTING
THE TERRITORY



Our Team



Serse Bonvini
CEO



Bianca Bonetti
Speaker Manager



Carmen Machiels
Marketing & PR



Bobana Vujic
Operations Manager



Ai Lan Tran
Community Manager



Carlo Terreni
Chairman



Daniele Panato
Community
Development Director





+20

COMMUNITY
MEMBERS DAGORÀ

accenture

AGIRE
FONDAZIONE

LUGANO
Città
di Lugano

moresi.com

Microsoft

Scuola universitaria professionale
della Svizzera italiana

SUPSI

ARTIFICIALY
delivering intelligence

GUESS

cegid

SPECTR

BALLY

Università
della
Svizzera
italiana

loomish.
— INVESTING IN INNOVATION

UBS

JAKALA
DATA DRIVEN PERFORMANCE

Reach
Out

LTCC LIFESTYLE TECH
COMPETENCE CENTER

HYPHEN
Group

Fin
Lantern
Bistrot in quiete et in processo

netcomm
suisse
ecommerce association

CSS

ANTARES VISION
GROUP

CRITICALCASE

UNGUESS

Hrm.
Suisse

BLACKS GLOBAL

AEtech



Daniele Panato

Community Development Director

+10 years of international experience in digital media,
on-line video advertising and general management

**Managing Dagora's Community and its activities along with
managing the commercial activities for members, tech
service providers, brands, retailers and manufacturers**

EVENTS 2023



Lifestyle Innovation Day

13 March

LIFESTYLE
INNOVATION
DAY



e-Sustainability

e-Sustainability Summit

24 October*



e-Luxury
Summit

28 November

e-Luxury Summit



10 -12
Community Days

All year



LIFESTYLE INNOVATION DAY

Under the patronage of



In partnership with



Lifestyle Innovation Day

LAC Lugano

13 March 2023

LIFESTYLE INNOVATION DAY

12 MARCH

VIP APERO @ Villa Ciani

- 7 PM Aperero
- 60+ speakers from all across Europe
- Only for event sponsors

13 MARCH

MAIN EVENT

9 AM Lifestyle Innovation Day

APERERO in Hotel Splendide

7 PM Networking Aperero in Hotel TBD
Only for sponsors

**LAC
LUGANO**





Lifestyle Innovation Day 2023

800+

Attendees

60+

Speakers

350+

Brands



Morning

Plenary Session with CEOs and Investors

- keynote speeches
- panel

Afternoon

4 different rooms:

- Fashion & Luxury
- eHealth – Cosmetics - Pharma
- Food & Retail
- Destination Switzerland

Topics

- Innovation
- Digital Transformations
- Ecommerce & Internationalization
- Industry Insights
- Customer Trends
- Sustainability
- Metaverse/Web3/Crypto

Audience expected

- 55% Managers (brands, retailers, manufacturers)
- 35% Technology Providers & Suppliers
- 5% Investors
- 5% Accademia

Our Confirmed Speakers 2023

All speakers are C Level managers from leading Lifestyle Tech companies from Europe. The morning plenary session is planned for CEO's, VPs and Investors.



Marta Pompilio

E-Commerce Director



Saskia Gunther

CSO



Renato Usoni

CEO



Filippo Chari

Global Director - Analytics & Insights CoE



Stefania Fabiano

Senior Executive



Marco Formento

Global Digital Innovation

Director



NEXT COMMUNITY DAY: Travel & Tech



COMMUNITY DAY - 7 FEBRUARY 2022
TRAVEL & TECH, ENTREPRENEURSHIP,
INNOVATION & SUSTAINABILITY



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President













Stefan Metzger
Managing Director



Community Days 2023

- 10 to 15 editions a year
- Location CH
 - 3 linguistic areas
- Attendees
 - From 30 to 50
 - 50% members
 - 50% ad hoc guests
- Objective: minimum 3 speakers to each event :
 - ROLES: **C-level** Brand/Retailer/Manufacturer/ Investor
 - COMPANY: **LARGE** or **MEDIUM**
 - LOCATION BASED (TBD): 1 from CH German or French Part, 1 from Ticino , 1 from Italy

Community Days 2023

	23 JAN	Tech, Talents & Ticino JobCloud – Accenture – Jobtome		13 JUN	Design & Furniture
	07 FEB	Travel and Tech Plan Hotel, Ticino Turismo, Digital Switzerland		4 JULY	Fashion
	28 MAR	Food Tech Massimo Baggi – Selex		5 SEPT	Insurance Tech
	20 APR	Fashion Outdoor Retail Unguess/ Salewa		3 OCT	Horologerie
	23 MAY	Banking Matteo Bernardoni - UBS		30 NOV	Lifestyle



*this is a Community Day - we invite also Non-members

Community Days 2023

Some of our next speakers



Massimo Baggi
Marketing Director



Antonella Girone
Performance
Marketing Manager



Matteo Bernardoni
Head Digital Platforms
and Marketplace



Membership (Service Providers)

COMMUNITY DAYS

Closed door business networking events hosting 30-45 people in Switzerland - only for members

- Access to up to #3 Community Days per year
- 1 person per event

MAIN EVENTS

3 main events a year in Switzerland from 1.000 to 300 participants

- 1 person Lifestyle Innovation Day in Lugano in March
- 1 person e-Sustainability in Zurich in October
- 1 person e-Luxury in Lausanne at IMD in November
- Extra 3 free passes for each event to invite customers or prospects
Only Brand, Retailers, Manufacturers or professional investors

INTERVIEW & CONTENT

- 1 interview a year
published on Dagora's Lifestyle Innovation Hub website
social sharing of the interview on social media

COWORKING SPACE

First co-working space opened in Lugano Manno

- Special packages dedicated to Dagora's members for work desks and meeting rooms usage

DISCOUNTS

- 10% discount in case of 1 event sponsoring
- 15% discount in case of 2 event sponsoring