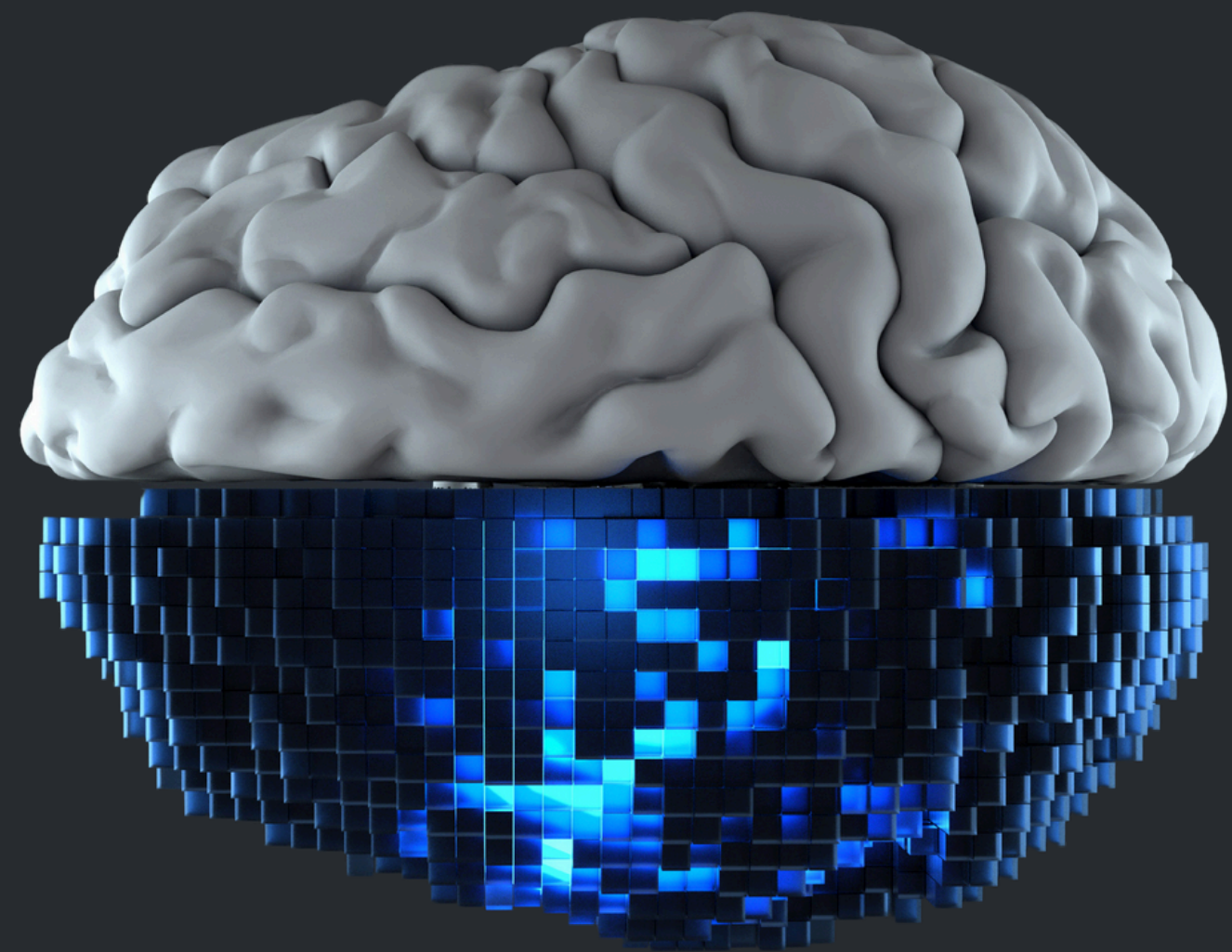


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Human Intelligence at the Centre

Governing the Epochal
Change in AI

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BrainComputing
HABITA79 MGallery
Pompeii - Napoli

Live Event
21 febbraio, 2025

Foreword

The event addresses the exponential change introduced by artificial intelligence, exploring the role of human intelligence in understanding, guiding and regulating the adoption of these technologies in an ethical and sustainable manner.



21.2.25

The 21 February 2025 event explores the impact of artificial intelligence on different sectors, with a focus on the balance between AI and human intelligence.

An innovative format combining live talks, remote connections and symbolic stories from professionals and companies.

Goal

- **Interdisciplinary focus** to discuss the implications of AI: from benefits to critical issues, from limitations to perceived risks.
- **Focus on the speed of technological change** and its consequences, including employment repercussions and the transformation of professional roles.
- **Stimulate ethical reflections** and practical perspectives to find innovative solutions that balance productivity, creativity and social sustainability.
- **Highlighting how human intelligence** can maintain a central role in defining rules, guidelines and responsible uses of AI technologies.

BRAINCOMPUTING

Agenda

Data: 21 febbraio 2025

Location: HABITA79 MGallery
Pompeii - Napoli

Streaming Live : **Linked**  LIVE

General Programme:

1. Opening and Introduction
2. Multidisciplinary Panels
3. Case Study Human Driven
4. Insight Tables

Panel

Creativity and Entertainment

- Visual arts, graphic design, painting, videomaking, music, and dubbing: how AI is transforming artistic expression.

Media and Journalism

- Automated writing and data analysis: opportunities and risks for communication ethics.

Business and Innovation

- Business optimization: AI applied to marketing, logistics, and SME growth.

Human Resources and Education

- Revolutionized recruitment and training: personalized and scalable tools for future professions.

Security and Cybersecurity

- Data protection and automated threat detection: limitations and ethical responsibilities.

Answers

- What role does AI play in your sector today?
- What are the main challenges you face in integrating AI?
- How can human intelligence enhance the use of AI?
- What ethical or creative limitations have you encountered while working with AI?
- How do you envision the future of collaboration between AI and humanity?



Valeria Fascione | Ass. Ricerca e Startup Reg. Campania

Angelo Tofalo | Sottosegr. di Stato Difesa e CEO di AT Agency

Massimo Bisogno | Direttore Ufficio Speciale per la crescita e la transizione al digitale presso Regione Campania

Giorgio Ventre| Scientific Director Apple Developer Academy

Vincenzo Loia| Magnifico Rettore Unisa

Gaetano Volpe | CEO Latitudo40

Giuseppe Strollo | General Manager Excursus Group

Carlo Parolisi | Chief Security Officer Excursus Group

Jacopo Gubitosi | CEO e Founder Giffoni Experience

Luca Tesauro| Founder, CEO Giffoni Innovation Hub

Annamaria Bevilacqua | Direttrice Marketing FMTS Group

Giovanni Sapere | CEO MoreGlobe, Direttore The Patent

Magazine, Founder AI Human Driven

Carmine Lamberti | CEO Brain Computing

Roberta Russo | Presidente Donne 4.0

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Romolo Spinazzola - Head of Sales Large Private Market South Italy Tim Enterprise

Umberto Aprea | Speaker RAI Direttore GrNews

Arcangelo Di Balsamo| Principal Architect di Google Cloud

Cristiano Pardo| HID Global

Marco MariaLoRusso| Moderatore



Case Study

How a HumanDriven tool integrates artificial intelligence and human capabilities to revolutionise digital positioning.

What the TrafficLoop™ system offers

- Ethical and sustainable automation for digital marketing strategies.
- Practical solutions to improve online visibility and lead acquisition.

Practical Demonstration:

- A concrete example of how AI can enhance, not replace, human intelligence.

Networking

Interactive Sessions:

- Guided discussions with experts and CEOs, divided by strategic sectors.
- Focus areas: creativity, business, cybersecurity, education, and automation.

Opportunities:

- Strategic networking between companies and professionals.
- Direct exchanges on specific challenges and solutions.
- Building new B2B synergies.

Media Partners



Support Partners



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Essence and Value

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An opportunity to reflect on the central role of mankind in shaping the future of AI, thanks to the participation of influential figures and pioneering companies ready to generate significant change and share revolutionary visions.

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