

Future of Content

17-18 June 2026 | Duo Milan Porta Nuova Hotel - Milan, Italy



Agenda | Wednesday, 17th

08:30 REGISTRATION

Welcome reception — coffee & pastries

09:30 OPENING

Welcome address

Massimo Barsotti, CMO & CPO, Eidosmedia

09:45 KEYNOTE

The Architecture Moment: why content-centric businesses need a new platform paradigm

Christian Pelanconi, CEO, Eidosmedia

10:15 GUEST KEYNOTE

The new intermediation: from content management to business enablement

Eugenio Maria Lauro, Chief Information Officer, Adnkronos

11:00 BREAK

Coffee break

11:30 STRATEGY

From signal to competitive advantage. Speed, scale, revenue, and confidence — four outcomes, one architecture

Cristiano Meda, CTO, Eidosmedia

12:00 STRATEGY

Deploying AI without legal and reputational risk — how Eidosmedia supports customers with compliance and products

Julien Febvre, Global Head of Compliance and Security, Eidosmedia

12:30 LUNCH

Lunch — networking break

MEDIA TRACK

14:00 MEDIA

Track introduction & context-setting

14:15 DEMO

How newsrooms are reclaiming speed and editorial control — from first draft to final page, without the friction

15:00 DEMO

Turning layout into a competitive advantage — AI-driven page automation that cuts production time without cutting quality

15:30 DEMO

Eidosmedia in motion: three innovations shaping what's next

1. Beyond the spread: Panorama pages and the next generation of editorial layout
2. The newsroom in your pocket: Swing on iPad
3. Built for scale: new capabilities for large document publishing operations

16:00 BREAK

Coffee break

16:30 DEMO

From demos to impact — turning what we have seen into practical opportunities for your newsroom and immediate value for your business

Moderated by Stefan Bresslauer, Head of BU - Media and Corporate, Eidosmedia

17:00 CLOSING

Day recap — what you've seen and what comes next

Massimo Barsotti, CMO & CPO, Eidosmedia

FINANCE TRACK

14:00 FINANCE

Track introduction & context-setting

14:15 DEMO

From market signal to published research — how AI compresses the entire production cycle while keeping analysts in control

15:00 DEMO

Making compliance a workflow, not a bottleneck — how AI-assisted review reduces pre-publication risk and accelerates sign-off

15:30 DEMO

Reaching clients faster, at scale — how a modern distribution hub unlocks research delivery and opens new monetisation channels

16:00 BREAK

Coffee break

16:30 DEMO

Your use cases, your readiness — open discussion on where AI delivers value in your workflows today, and what it takes to get there

Moderated by Virendra Naykude, Head of BU - Finance, Eidosmedia

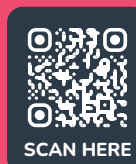
19:30 MEETING

Meeting at Duo Milan Porta Nuova Hotel for the Gala Dinner

Transfer will be organized with a dedicated bus

20:00 THE DINNER

Gala Dinner at I Chiostri di San Barnaba



22:30 DEPARTURE

Return transfer by bus to the Duo Milan Porta Nuova Hotel

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Agenda | Thursday, 18th

08:30 REGISTRATION

Welcome reception — coffee & pastries

09:30 GUEST SPEAKER

Mind the gap: from prototype to production-grade agents

Luca Guida, Solutions Architect, Amazon Web Services (AWS)

10:00 GUEST SPEAKER

AI Innovation — customer case study

Anthony Leduc, Anaïs Surruca NRCO

10:30 GUEST SPEAKER

From deployment to competitive edge — a customer's AI journey with measurable results

Sylvain Coutu, CTO, Le Devoir

11:00 BREAK

Coffee break

11:30 KEYNOTE

AI in practice: live demonstrations — from intelligent content discovery to augmentation, automation, and agentic workflows

Debora Lupini, PM - AI, Eidosmedia
Alexander Wiedemann, Head of PS/MAS Media, Eidosmedia

12:00 KEYNOTE

The next frontier: advanced agentic content generation and what a unified AI workspace looks like in daily use

Debora Lupini, PM - AI, Eidosmedia
Alexander Wiedemann, Head of PS/MAS Media, Eidosmedia

12:30 ROADMAP

What's coming next — product roadmap and the capabilities being built for your business

Debora Lupini, PM - AI, Eidosmedia
Ilaria Lancini, Product Owner, Eidosmedia

13:00 CLOSING

Final remarks

Christian Pelanconi, CEO, Eidosmedia

13:15 LUNCH

Lunch — farewell

WIFI

Network: Tribute Conference
Password: DuoConference26

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agenda



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