



## PRESS NOTE

### TELECOM ITALIA TO BE THE MAIN PARTNER OF SOCIAL MEDIA WEEK 2012

**More than forty Italian events will be broadcasted free of charge, both live and on-demand, on [telecomitalia.com](http://telecomitalia.com)**

*September 24 2012, Turin.*

Telecom Italia to be the main partner of Social Media Week 2012, an event that will be held in Turin from September 24 to 28, and which aims at helping people and organizations to knowingly approach digital communication and social media.

The Turin appointment of Social Media Week 2012 is the only Italian stay of the International event, which will take place in 13 other cities: Barcelona, Bogota, Chicago, Glasgow, Hong Kong, Jeddah, London, Los Angeles, Sao Paulo, Seoul, Vancouver and Shanghai. The theme of this year - **Empowering Change through Collaboration** - is a concept that embodies the 'raison d'être' of social media from their inception, and will be inspired to explore their social, cultural and economic impact.

As a technological enabler, Telecom Italia is actively committed to make the Social Media Week a global event. More than forty Italian events will be broadcasted free of charge, both live and on-demand, on **[telecomitalia.com](http://telecomitalia.com)**. This is a unique opportunity for website visitors who will be also allowed to follow the event by means of updates of Telecom Italia institutional profiles on Twitter and Facebook.

Moreover, in a young and informal context within the "Chill out digital" - aperitifs accompanied by electronic music - every night it will be possible to meet some of the daily guests being interviewed by Anna Masera, social media editor de LaStampa.it. Web interaction will be also possible through Google+ hangouts of TelecomItaliaGroup's profile. An installation present in the room will change color depending on the participation of Twitter users.

A valuable contribution to enrich the event schedule is provided by Innovation & Industry Relations of Telecom Italia who will intervene during the #INNOVATE day, particularly on the theme of energy efficiency and experimentation on ecological imprint reduction.

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