



MOTORVEHICLE  
UNIVERSITY OF  
EMILIA-ROMAGNA



# TEDxModena

x = independently organized TED event

**TEDxModenaWomen 2018 - December 1st, 2018 - TEDWomen Italian Edition "Showing up"**

## PRESS RELEASE

### **9 women from all over the world for the first TEDxWomen in Modena, Italy.**

*Modena takes part at the TED worldwide call for TEDWoman 2018: Saturday December 1<sup>st</sup>, 2018 The Florim Gallery in Fiorano Modenese (Italy) will be the event location of the first TedxModenaWomen. Nine speakers on stage.*

Modena, Italy - November 19th, 2018 - TEDxModena responds to TED worldwide call related to TEDWomen 2018 event series and organizes the first TEDxModenaWomen entitled "Showing up".

On Saturday December 1st, starting at 3.30 pm, at the Florim Gallery in Fiorano Modenese, nine women coming from all over the world will "spread valuable ideas" through their experience, allowing event attendees to look at present and future through a different perspective: the female one.

The event is part of the TED worldwide call at the TEDWomen2018. TEDxWomen events will take place in every corner of the world from the end of November until the beginning of December: women who are bearers and advocates of change will spread "valuable ideas", as the TED motto says.

The Modena edition of TEDxWomen has the endorsement and support of different Bodies as the Motorvehicle University Emilia Romagna, The University of Modena and Reggio Emilia (Unimore), the "Collegio San Carlo" Foundation, the Municipality of Modena and its innovative initiative Modena Smart Life, the Municipalities of Fiorano Modenese, Maranello, Sassuolo, and Carpi will support the conference.

**The topic.** "Showing up, this is the title of our event. Women are no longer accepting the status quo" Said Fabrizio Bulgarelli, TEDxModena Licensee, "They're rising up and breaking boundaries. Whatever their focus and talent is — business, technology, art, science, politics — these women are pioneers and they are joining forces to drive a real, meaningful change.

**The speakers.** International and National Speakers will talk about their experiences and will share "Ideas worth spreading" with talks, as foreseen by the TEDx rules, of 18 minutes each.

The speakers of the first TEDxModenaWomen are: Allysa Bassir, CEO and founder of "The breakfast club"; Miranda Brawn, senior business, legal and diversity executive; Elena Bonfiglioli, Microsoft health manager, Francesca Federzoni, Politecnica President; Lucia Menetti, Ferrari laboratory R&D manager; Mariella Mengozzi, Director of the National Automobile Museum; Veronika Mudra, activist for women's rights, entrepreneur and model of Ukrainian origin based in Los Angeles; Annalisa Vandelli, photo-reporter and writer; Chiara Tilesi, Hollywood film producer and founder of "wedoittogether".

**TEDx Global Connections:** Jennifer Gelmis, organizer of TEDxVoyagerway will introduce the event with a keynote on the power of creative collaboration that overcomes cultural and linguistic barriers. Different NASA (National Aeronautics and Space Administration) engineers from TEDxVoyagerway will be in Fiorano to listen to the TEDxWomen speakers will be connected in streaming with the American community.

**Scientific and coaching committees:** TEDxModena has organized two women working teams: the first one with a scientific and content commitment includes: Gina Benson, English teacher; Marta Brozzi, CEO; Federica Cagnoni, psychologist; Maria Carafoli event organizer; Oretta Corbelli, art director and fashion stylist from LA; Rita Cucchiara, Professor at University of Modena and Reggio Emilia; Shivaune Field, economic reporter and Professor of Entrepreneurship at Pepperdine University's Graziadio Business School, California; Federica Galli, TV presenter; Manuela Marangoni, trainer; Maria Elena Ronzoni, welcome and events director.

The second TEDxModenaWomen team includes four coaches: Chiara Comastri, psychologist, Manuela Marangoni, trainer, Agata Rakfalska, psychologist and Daniela Roncaglia, IT manager and counselor at Unimore. They all arranged training sessions during the last few months with the aim to train the speakers to deliver strong and impressive speeches according to the TED talk best practices and principles.

**The Partners.** TEDxModenaWomen is promoted by the MUNER - Motorvehicle University Emilia Romagna and by the University of Modena and Reggio Emilia, the Collegio San Carlo Foundation. The event has the patronage of the Municipality of Modena together with Modena Smart Life, the Municipalities of Fiorano Modenese, Maranello, Carpi and Sassuolo; The San Filippo Neri Institute, the Cyber Academy of Modena University, and many other schools of the Territory. TEDxModenaWomen is receiving the support and help of many partners: Elettric80, BEMA, Proxima, DUNA-Corradini, Vem Sistemi e AD Consulting. Florim, one of most important Italian ceramics companies will host the conference at its headquarters.

A delegation of the Military Academy of Modena will attend the conference.

**About TED.** TED is a nonpartisan nonprofit devoted to spreading ideas, usually in the form of short, powerful talks. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 110 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

**About TEDx.** TEDx brings the spirit of TED's mission of ideas worth spreading to local communities around the globe. TEDx events are organized by curious individuals who seek to discover ideas and spark conversations in their own community. TEDx events include live speakers and recorded TED Talks and are organized independently under a free license granted by TED.

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