

Milan, 8-9 october 2019



SingularityU **Italy**
Summit

THE SOCIAL RESULTS

 **socialmeter**

in
collaboration
with



IBM Cloud
IBM



As Maxfone's Big Data analysis department, SocialMeter is part of an innovative data-driven company, oriented towards the development of strategic solutions to allow customers to be protagonists of the digital transformation through the support of data, in an easy and democratic way.

Maxfone was founded in 2010 by a group of partners with esteemed experiences in start-ups and value-creation within the ICT field. The company became strongly rooted and distinguished on the national Telecommunications landscape, later expanding its activities into the data science field.

In 2018 Maxfone became the first Italian company to receive a Big Data analysis patent, for the "equipment and method of acquisition, monitoring and data analysis": the SocialMeter model.

Maxfone also became an official member, in November 2018, of the Big Data Value Association (BDVA), a partner of the European Commission that works to "pursue a common shared vision of positioning Europe as the world leader in the creation of Big Data Value".

In December 2018, through its Austin-based subsidiary Instant Media Analyzer, Maxfone signed a joint research project agreement with Texas State University for the development of new machine learning algorithms.

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Primo **brevetto** italiano in big data analysis
Apparecchiatura e metodo di acquisizione,
monitoraggio e analisi dati

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Diego Gil, Director and Co-founder of SingularityU Italy

"Through the SingularityU Italy Summit, we hope to facilitate meaningful networking connections and encourage ideas that can change the business world," said Diego Gil, Managing Director of the event. "The Summit helps attendees navigate the rapid pace of change that is already taking place in every sector because of exponential technologies. We want these two days to inspire action that will lead to breakthroughs in the Italian and European economy."



Luca Altieri, CMO IBM Italia

"Many people present at the Singularity event were able to live a realtime engagement experience, seeing their social content, along with those of a larger audience projected onto a giant screen. The solution in partnership with an Italian ISV, Maxfone, has allowed the exponential technologies of IBM Watson to analyze in real time text, images and sentiments coming from conversations on social media."



Paolo Errico, CEO Maxfone

"The SingularityU Italy Summit gave us the opportunity to merge SocialMeter's competencies and technologies with IBM Watson's, creating a solution that defines new models for the management of events: call to action, interaction and analysis in real time are the new assets on which we can build the public's engagement, on and offline."

01



Introduction

Premise

- The adoption of new technologies has the ability to bring profound change to economies and societies, potentially resulting in unprecedented growth, well-being and a shift in people's mentalities. Having a point of reference in this transformation is extremely valuable in supporting and accompanying the drivers and actors involved in the process.

SingularityU Italy Summit undoubtedly establishes itself as one of these points of reference, bringing together distinguished voices on the innovation scene for a moment of unique exchange.

The Summit, organized by Talent Garden Events, aims to "help local leaders understand how to apply exponential technologies to create positive change and economic growth in their regions"

October 8 and 9 were dedicated to discussing the most innovative ideas, from Big Data to artificial intelligence, from augmented reality to machine learning and digital innovation. The Summit gave participants the opportunity to meet some of the most brilliant minds of this vast and articulated panorama, offering moments of reflection and inspiration, particularly significant for those who hold positions of responsibility within companies, institutions and communities.

SocialMeter carried out an analysis on the two official hashtags of the event, # SUItalySummit and #innovationvillage, and on the official profile, @syngularityuit, with the aim of understanding how the event was discussed online and to what degree the contents translated into offline discussions.



Research setup

TWITTER ANALYSIS:

Time frame:

8 october 2019 - 9 october 2019

Keywords:

- @singularityuit
- #SUItalySummit
- #innovationvillage

02

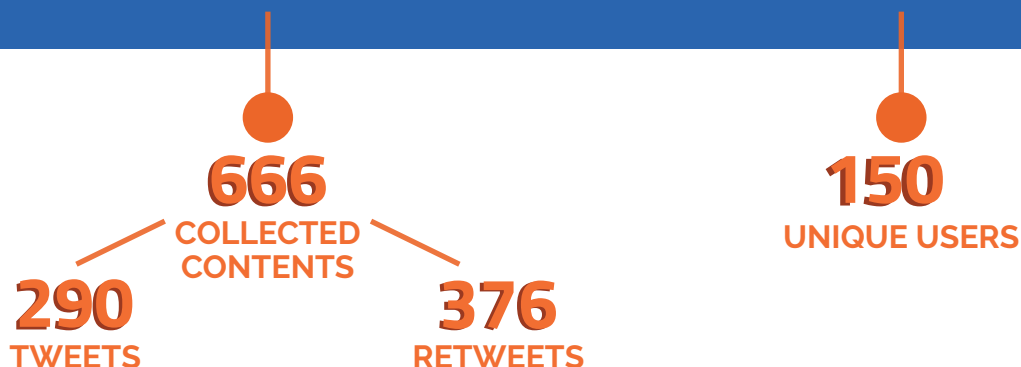


Singularity
Summit

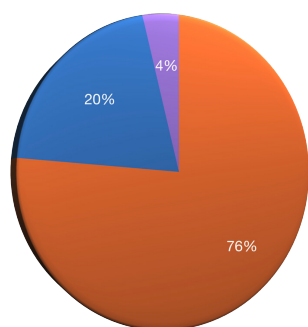
Event Data

Monitored keywords: @singularityuit, #SUltalySummit, #innovationvillage

Monitored languages: EN, IT, FR, DE, PT, ES

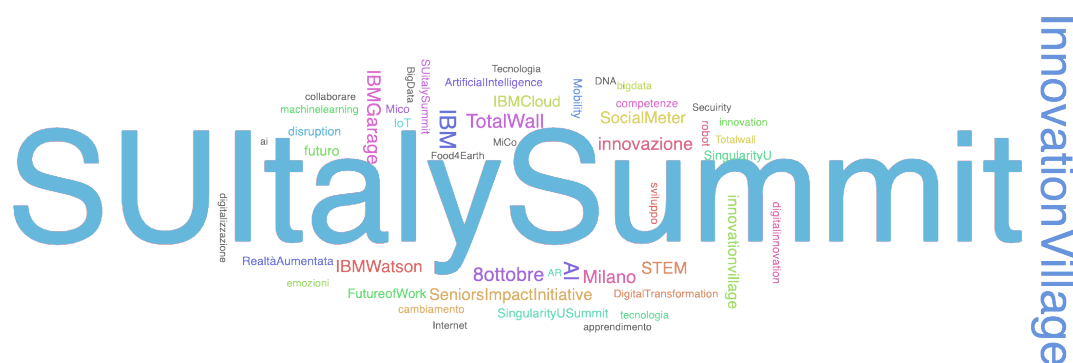


Large visibility was given by users to IBM, main sponsor of the event, through the hashtags #IBM #IBMCloud e #IBMGarage which were included in 130 contents.



- #SUIItalySummit
- #innovationvillage
- @singularityuit

KEYWORDS
POPULARITY



TOP SPEAKERS



NICOLA PALMARINI

Global Manager of Artificial Intelligence for Healthy Aging of IBM



PASCAL FINETTE

Co-founder and enfant terrible at 'be radical' and Singularity University's Chair for Entrepreneurship & Open Innovation



ILARIA CAPUA

Italian virologist and politician



KRIS OESTERGAARD

Co-founder and Chief Learning & Innovation Officer of SingularityU Nordic



DAVIDE DATTOLI

Co-founder and CEO of TalentGarden



SAMANTHA RADOCCHIA

Entrepreneur, keynote speaker, author, and emerging tech advocate



AMIN TOUFANI

CEO of T Labs, Vice President of Strategic Relations at Singularity University



CHRIS KUTARNA

Co-author of Age of Discovery: Navigating the Storms of Our Second Renaissance



JEFFREY ROGERS

Principal Facilitator at Singularity University



RAYMOND MCCAULEY

Scientist, engineer, and entrepreneur working at the forefront of biotechnology

A wide selection of professionals shared the SingularityU Italy Summit stage, bringing innovation, creativity and their perspectives on the future to the audience.

In order to identify the Summit's Top Speakers, the Twitter accounts of each were monitored in order to compile a ranking based on the number of mentions received (for speakers without a Twitter account, the monitoring was set on the full name). The graph above displays the event's top 10 speakers.

TOP CONTENTS



@singularityuit

09 ott. 2019 | 08:34

.@nipalm: La popolazione over 60 è il propulsore della nostra economia. Oggi questo target ha uno stile di vita completamente diverso rispetto al passato. #SUIItalySummit <https://t.co/OgWkjcTTF>

17 14



@SMAbility

08 ott. 2019 | 10:45

Oggi e domani Milano è al centro dell'innovazione: SingularityU Summit porta in prima linea le tecnologie esponenziali. Siamo fieri di essere al fianco di @IBMItalia con il nostro #TotalWall per analizzare in tempo reale i due giorni di evento! #SUIItalySummit #SocialMeter #IBM <https://t.co/QsMe7cFcbg>

17 15



@IBMItalia

08 ott. 2019 | 08:36

L'Intelligenza Artificiale è tra gli hot topic della prima giornata del #SUIItalySummit. A dircelo è #IBMWatson powered by #IBMCloud che sta analizzando in tempo reale le conversazioni sui social media #AI #Watson #IBM <https://t.co/tA5Dl31x4r>

17 24



The most retweeted piece of content belongs to @singularityuit, followed by tweets from @SMAbility and @IBMItalia, all of which were shared on the first day of the event.

TOP USERS & MENTIONS

The chart shows a podium of the users who shared the most content (tweets and retweets) and those who were most frequently mentioned in conversations.



TOP USERS


@singularityuit
111 contents


@way2global
101 contents


@paoloigna1
54 contents

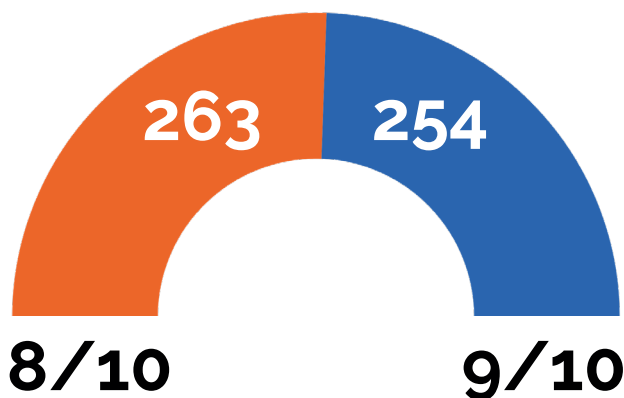
TOP MENTIONS


@singularityuit
330 mentions


@TalentGardenit
95 mentions


@MiCoMilano
83 mentions

TWITTER IMAGE TREND



500 images were shared on Twitter in just two days during the Summit. The peak occurred on October 8th, the first day of the event, with 263 published photos; however, the second day follows closely with 254 shared images. The high volume and consistency of contents shared is indicative of the high engagement of the public with the SingularityU Italy Summit.

TOTAL WALL

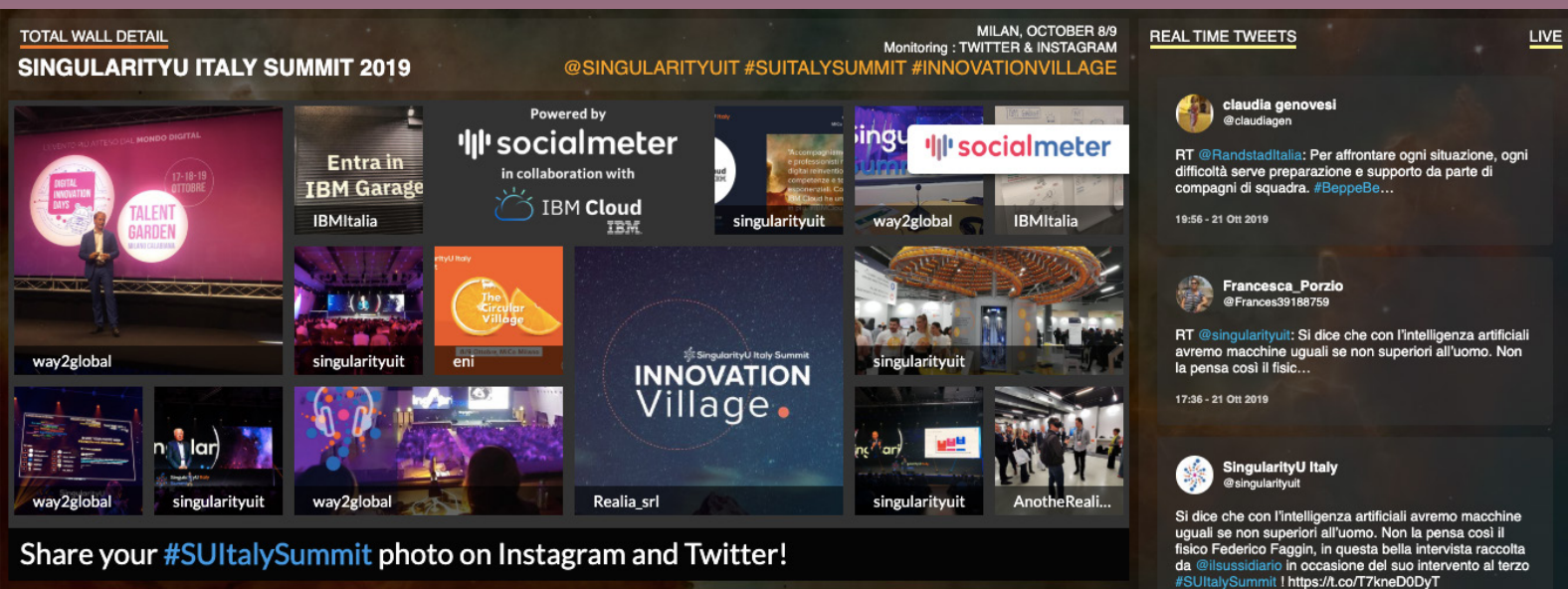
Supporting SingularityU Italy Summit organizers in attendee engagement was Total Wall, an interactive interface that populated MiCo's maxi screens throughout the two-day event. Designed to improve the attendees' experience of interaction with the brand, Total Wall has the ability to bring together a selection of different media, gathering and visualizing data from a variety of different sources.

The solution was brought to the SingularityU Italy Summit by SocialMeter in collaboration with IBM Cloud, featuring data analytics visualizations from both companies.

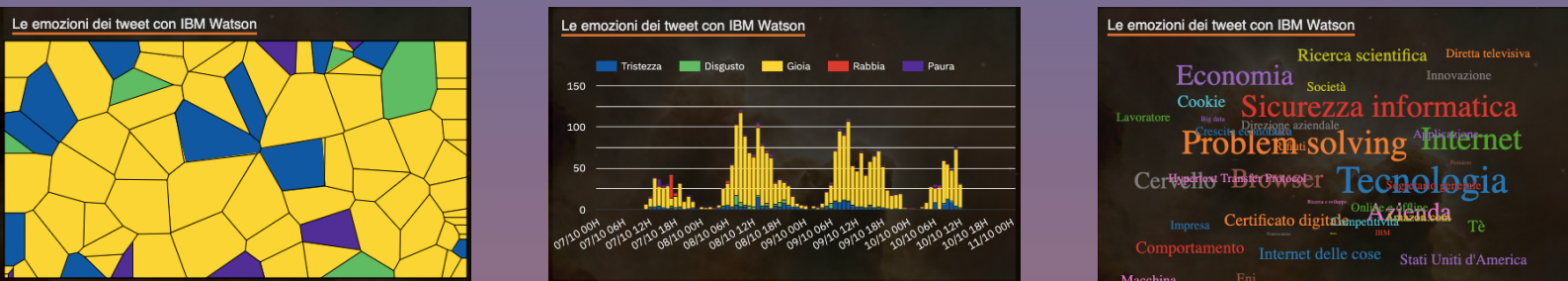
The different sections of Total Wall showed what the public was sharing on social networks about the event, including analytics performed by SocialMeter on the content.

IBM Cloud, on the other hand, introduced IBM Watson sentiment analytics into the interface, with data visualizations showing "the emotions of Tweets".

Below, a screenshot of the Summit's Total Wall shows it displaying Photostream (a mosaic of all images shared on Twitter and Instagram with the event's hashtag), a Twitter stream, content by IBM Watson and Cloud, as well as one of the sentiment analysis visualizations provided by IBM Watson.



On a different section of the interface, other visualizations of the analysis performed on the live data were visible: social media analytics by SocialMeter included a ranking of the most popular tweets and the most active users posting about the event. IBM Watson provided further sentiment analysis through a Twitter timeline which ranked tweets by emotion, and a keyword cloud indicating the most popular concepts discussed in the social conversations.



When you analyze social media down to the snippet and mention level, you can uncover rich details. Leveraging on IBM Watson capabilities we discover insights from data like keywords, concepts, main topics and, really important, the true feelings about the event. During SingularityU Italy Summit we analyzed not only the sentiment (positive or negative) but also emotions and tones of what people were writing in their tweet understanding in this way if they were happy, sad and so much more. All the emotions were transformed in different colors so that people could easily understand which emotions was predominant just by looking a map. During the event we analyzed more than 5000 tweets, 1200 of which were related to the event. The impact of the event on the subject of exponential technologies is very positive. As expected the most discussed topics were AI, Internet of Things and security. What is clear is that thanks to AI and IBM Watson is now possible to track social media coverage of an event in a brand new way, getting a wide range of insights from data.

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