



**“Wake Up Innovators” no. 14**  
**BVA Doxa & Connexia for the culture of innovation.**  
**Guest: Cristina Pozzi**

**Connexia**, a data-driven creativity agency with a passion for innovation and digital transformation, and **BVA Doxa**, a leading company in research and market analysis, are pleased to host the fourteenth **“WAKE UP INNOVATORS”** event, a series of monthly meetings dedicated to digital culture, science and *disruptive* communication.

“Wake Up Innovators” is a gathering of pioneers of innovation and communicators who want to discuss and examine the topics of digital transformation, with the support of the know-how and competence of major experts in the sector.

**“Precision Education? Limits and opportunities of the new, emerging educational models”** is the title of the talk that the agency will host at its Milan head offices on Wednesday, 27 November. The main speaker will be **Cristina Pozzi, CEO and Co-Founder of Impactscool e Young Global leader del World Economic Forum 2019-**

**2024**, while the event will be presented by **Italo Marconi, Chief Innovation Officer of Connexia**.

A reflection on “*Precision Education*” and on how Artificial Intelligence and virtual reality have increased, tablet and digital worlds, if placed at the service of education, can have an impact on students, and on the best steps to take to ensure this happens. To deal with a world that is increasingly complex, interconnected and constantly changing, simplification and a codified approach are needed, with the focus on the “person” and individual needs.

## **Connexia**

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.