



# CONNEXIA

Creativity in Love with Data and Technology

## “Sharing is Caring” Talking about digital reputation with Connexia

*Tuesday the 5th of May, latest in the series of online meetings  
dedicated to knowledge sharing.*

*“Listen, then act. Brand reputation is more important now than ever”.  
Webinar led by Stefano Corposanto, Market Intelligence Director of  
Connexia*

Milan, 29th April 2020 – The independent marketing and communication agency – **Connexia** presents the fifth meeting of **Sharing is Caring**, a series of free online webinars dedicated to sharing digital knowledge.

An opportunity for the professionals at Connexia to **make their experiences and skills available**, to take stock and reflect on the emergency, and look at “reopening” with a focus on digital transformation.

*“Listen, then act. Brand reputation is more important now than ever”*: join the webinar on Tuesday 5th of May with Stefano Corposanto, Market Intelligence Director of Connexia, for an in-depth discussion of what this means and why it is crucial for all brands, now more than ever, to listen to their customers and understand their needs. Best practice and advice to direct a digital reputation, ready to restart.

Free event **streaming live** following registration on the **@Cisco Webex** platform.

SHARING IS CARING | BUSINESS STRATEGY

Tuesday 5th of May

From 0900 — 10:00

**@Cisco Webex** (<https://bit.ly/2YgWQ0w>)

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Connexia Società Benefit S.r.l.

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



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## Stefano Corposanto

Stefano Corposanto is the Market Intelligence Director of Connexia.

With almost 10 years of experience in the sector, including working with BVA Doxa and Connexia, Stefano Corposanto is primarily an analyst, interpreting from all available sources of data, from digital to those derived from market research. From advertising data to data linked to online reputation, for Stefano, data continues to play a central role in establishing a strategy. Through studying audiences and consumer insights, Stefano uses marketing analyses and audience intelligence to optimise the different strategies already in place, introduce improvements and contribute to creating new design processes.

## 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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