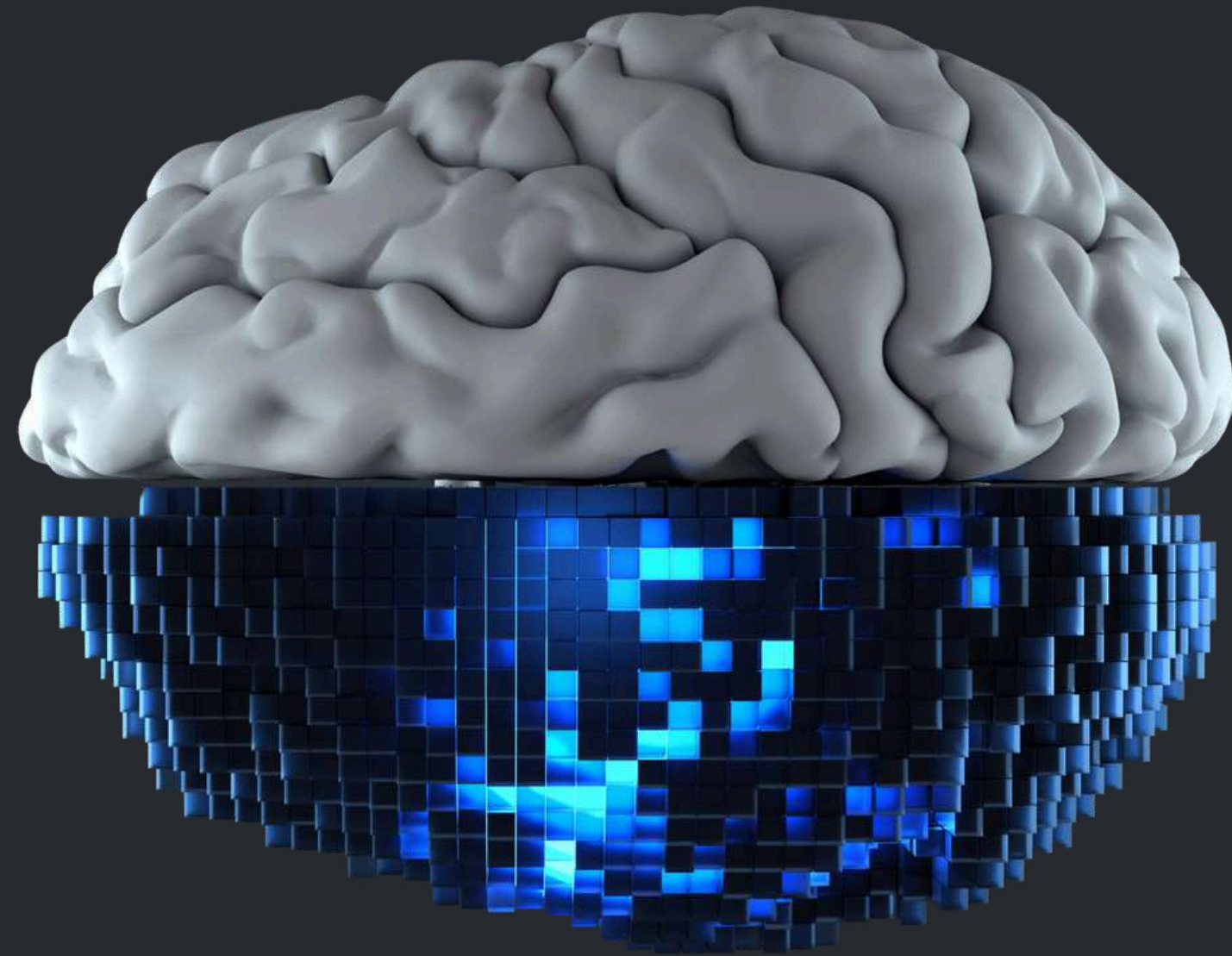


Human
Driven **Ai**
s u m m i t



Human Intelligence at the Center

The summit on the interaction
between humans and
technology

Human
Driven **Ai**
Summit

Pompeii
18-19 September
2026

Live Event

Introduction

The event addresses the exponential change introduced by artificial intelligence, exploring the role of human intelligence in understanding, guiding and governing the adoption of these technologies in an ethical, strategic and sustainable way.



September 2026

The Summit explores the impact of artificial intelligence across multiple sectors, with a focus on the necessary balance between AI and human intelligence.

An international platform to transform AI into responsible competitiveness, real impact and shared leadership

Why do we exist?

AI is reshaping the economy, work, institutions and culture.

The competitive advantage will not be purely technical: it will be **human, ethical and decision-driven**.

HUMAN DRIVEN AI was created to guide this transition through method, real evidence and strategic alliances.

- **An interdisciplinary and multi-sector focus** to discuss the implications of AI: from benefits to critical issues, from limitations to perceived risks.
- **A focus on the speed of technological change** and its consequences, including employment impact and the transformation of professional roles.
- **Stimulating ethical reflections and practical perspectives** to find innovative solutions that balance productivity, creativity and social sustainability.
- **Highlighting how human intelligence can remain central in defining rules**, guidelines and responsible uses of AI technologies.

Why now?

Accelerated adoption

AI is entering every business function.

Regulatory pressure

compliance and governance are no longer optional.

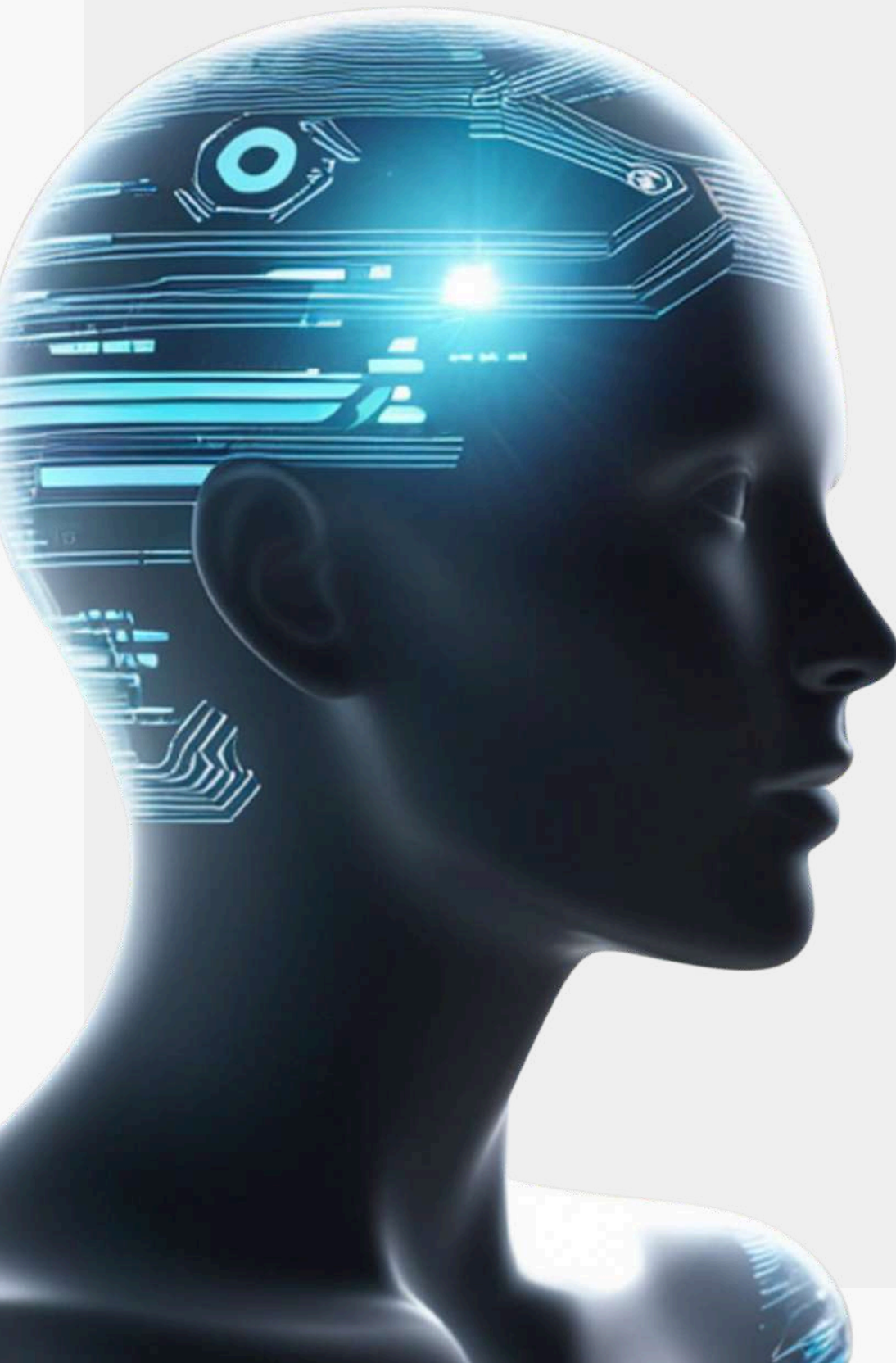
Skills gap

managers, professionals and public institutions are seeking operational guidelines.

Narrative polarization:

between hype and fear, a credible and useful space is missing.

The time to act is now



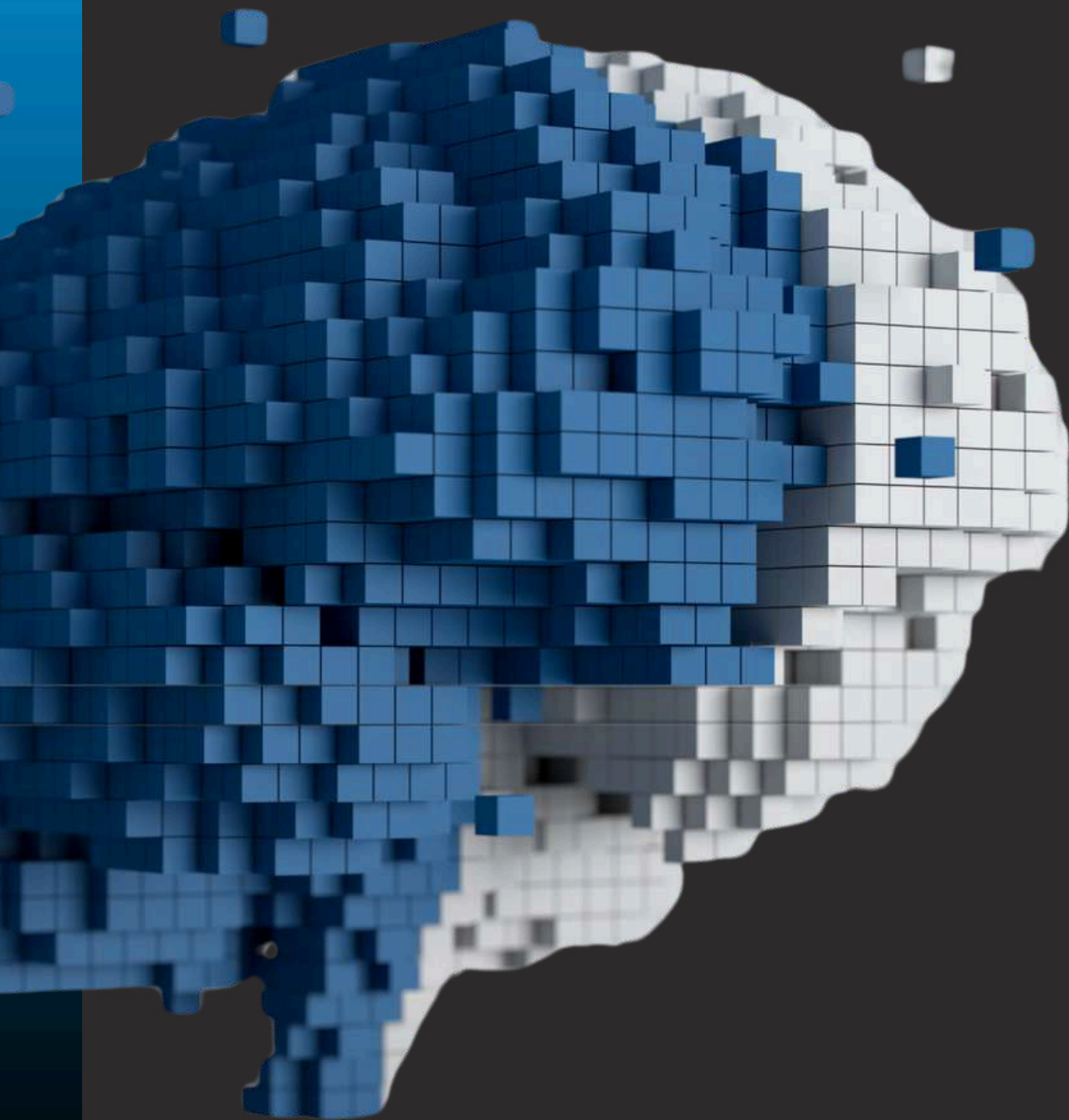
What is missing today

Many events talk about tools.

Few build connections between business, institutions, research, media and citizens.

Almost none integrate business outcomes + public interest + editorial quality into a single format.

We are the Summit of Human Intelligence



Agenda

September 2026

Location: Pompeii

Streaming Live : [LinkedIn](#) 

General program:

1. Opening and introduction
2. Multidisciplinary panels
3. Networking

Marco Maria Lorusso
(Journalist, Speaker Tech)

A format with a distinctive DNA

HUMAN DRIVEN AI combines:



**strategic
vision**



real use cases



**institutional
dialogue**



media amplification



**commercial activation
and partnerships**

Panel

For each panel, we define:

- strategic question
- implications for companies and institutions
- real case studies
- actionable takeaways for the audience

Human
Driven **Ai**
s u m m i t



Creativity & Arts

- In this area, we explore the creative pulse of the future: from the audio and visual revolution to the new frontiers of storytelling, to the digital rebirth of cultural heritage.



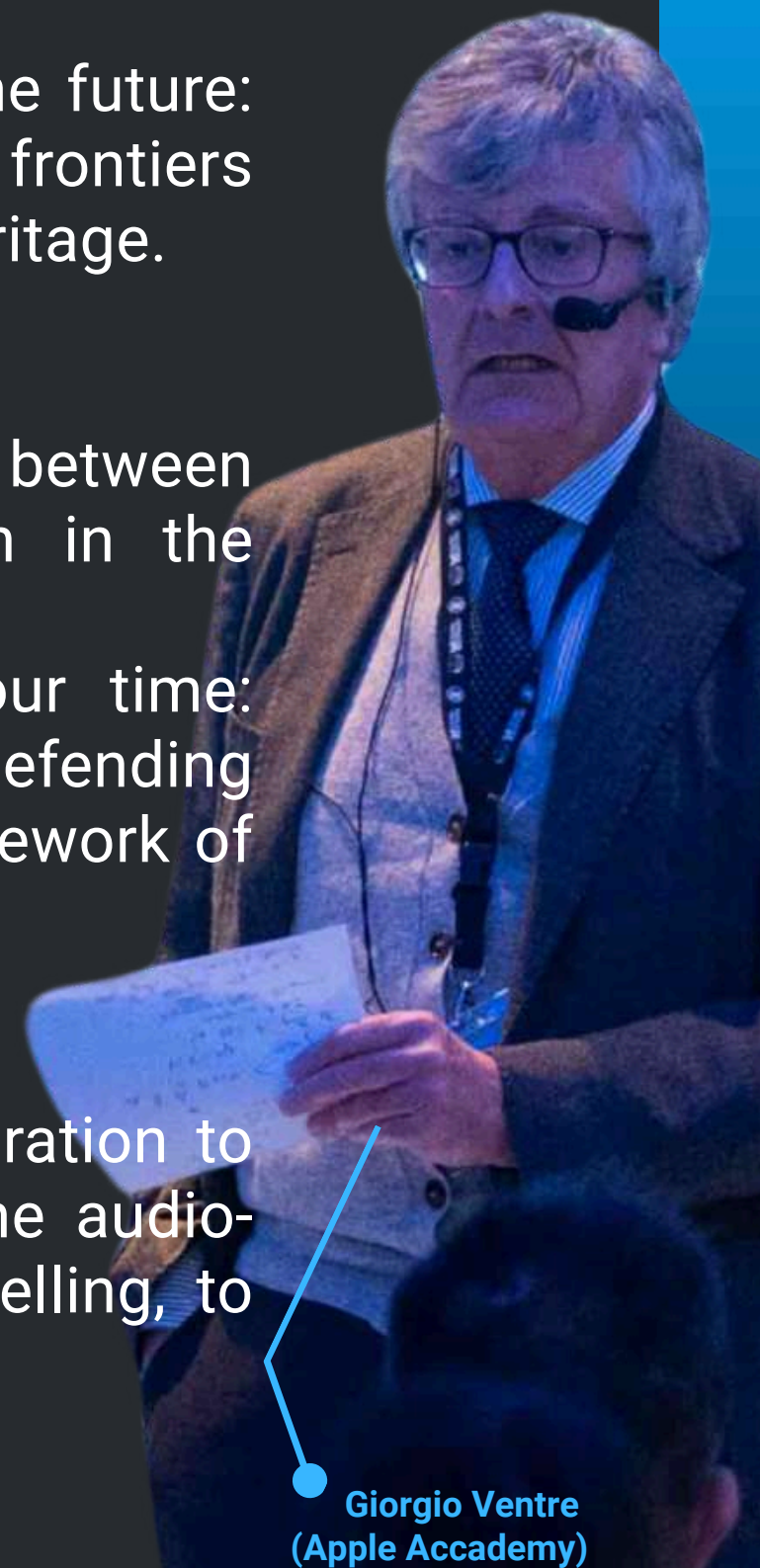
Business & Professions

- From Smart Cities that simplify the relationship between the state and its citizens, to the revolution in the education system with universal tutoring.
- We will address the crucial challenges of our time: combating fake news in journalism, defending democracy, and the ethical and regulatory framework of the European AI Act to regulate the invisible.



Society & Institutions

- Where artificial intelligence meets human inspiration to redefine the boundaries of expression: from the audio-visual revolution to the new frontiers of storytelling, to the digital rebirth of cultural heritage.



Giorgio Ventre
(Apple Accademy)

"Problem → Solution → Risks → Actions in the next 12 months".

Panel



Science & Life

- We explore the frontiers of predictive medicine and advanced diagnostics, Agritech excellence for sustainable Made in Italy, and the new frontiers of sport and mental well-being. A journey dedicated to how technology can improve our physical health, optimize athletic performance, and support psychological balance.



Industry & Security

- Where artificial intelligence becomes solid: matter and security. From Industry 5.0 collaborative robotics to data protection in the invisible war of cyber security. From the development of revolutionary software to aerospace exploration, ensuring resilience, national security, and manufacturing innovation.

Alessandro Maresca
(Microsoft)

Question



- 1. What role does AI play in your industry today?
- 2. What are the main challenges you face in integrating AI?
- 3. How can human intelligence enhance the use of AI?
- 4. What ethical or creative limitations have you encountered while working with AI?
- 5. How do you envision the future of collaboration between AI and humanity?

HUMAN DRIVEN AI engages an audience with high decision-making intensity:

Who we are talking to?



academic world



research and development



founders and innovators



executives and managers



institutions and policymakers



We are not aiming for indistinct volume, but for a community that makes decisions.

Let's build an authoritative lineup

Three speaker categories:



Global voices

Big Tech, frontier AI,
international policy)



Enterprise leaders

(actual adoption, organizational
transformation)



Institutional & academic experts

(skills, governance, public impact)

Speakers selected for their strategic relevance and real-world impact.



” **The Summit on Human Intelligence in Pompeii**

”

ANSA

Society & Institutions

- Google for Edu
- Pearson
- Perplexity
- Edudigicon
- Engineering
- WeSchool
- AI for Media
- Napuleth

Science & Life

- Oracle Health
- GE HealthCare
- xFarm
- Vionix
- Technogym
- Diompè
- Humanitas
Research Hospital
- Serenis
- Agrobit

Creativity & Arts

- Sony CSL
- ElevenLabs
- Spotify
- Universal Music
- Durdust
- Adobe Italia
- NVIDIA
- Canva
- Midjourney
- CAIA Consuling
- Visual AI Lab
- Open AI
- Runway
- Netflix
- Audible
- The Jackal
- The FAblab

Business & Professions

- IBM
- Microsoft
- LinkedIn
- Workday
- Indeed
- Adecco Group
- Wolters Kluwer
- Salesforce
- Fabrick
- Google Cloud
- Havas Media
- Flowe
- Moneyfarm
- Mastercard
- Revolut
- Tim Enterprise

Industry & Security

- Tesla Italia
- Comau
- Leonardo
- Beelzebub
- Cisco
- Excursus Group
- Avio Aero
- Thales Alenia Space
- D-Orbit
- Silvertrain
- Reply
- Abi Lab
- Latitudo 4.0
- Mia Platform
- Apple Developer
Academy
- Dassault Systèmes

Istitutional Partners

- PagoPA
- ENEA
- AGID
- Università degli Studi di
Salerno
- Università Federico II
- Comune di Pompei
- Parco Archeologico di
Pompei
- Regione Campania
- Polizia Postale
- Politecnico di Milano
- Università Sapienza di
Roma
- Innovation Village
- Giffoni Innovation Hub

Company Partners Prospect

Networking

- **Interactive Sessions:**
 - **Guided discussions with experts and CEOs, divided into strategic sectors.**
 - **Focus on: creativity, business, cybersecurity, education, and automation.**
- **Opportunities:**
 - **Strategic networking between companies and professionals.**
 - **Direct discussions on specific challenges and solutions**
 - **Creation of new B2B synergies**



Human Driven Ai

s u m m i t

Event Metrics

- 2 days of high-intensity summit
- 24 hours of total live programming
- 5 strategic thematic areas
- 20 multidisciplinary panels
- 20 roundtables (1 for panel)
- 74 invited speakers
- 62 organizations involved, including companies, institutions and partners
- 1.500 on-site participants
- 5.000 remote participants
- 6.000 total live audience (onsite + remote)
- 23% onsite / 77% remote / 100% total





“ We are experiencing a profound transformation of what it means to be human in an increasingly digital world. ”

Il Sole 24 ORE



Who is talking about us

ANSA

Il Sole **24 ORE**

Il Messaggero

IL MATTINO

il Resto del Carlino

Quotidiano.it
Libero

ask(+)news

ninja

QUOTIDIANO.NET

LA NAZIONE

IL TEMPO.it
QUOTIDIANO INDIPENDENTE

 **TISCALI**

CORRIERE
DEL MEZZOGIORNO

Corriere Adriatico

GIORNALE DI SICILIA

Ottopagine.it

il denaro.it

IL GIORNALE D'ITALIA
Il Quotidiano Indipendente

IL GAZZETTINO

THE PATENT
Invention Magazine

GAZZETTA
diNapoli.it

An opportunity to reflect on humanity's central role in shaping the future of AI, thanks to the participation of influential figures and cutting-edge companies, ready to generate significant change and share revolutionary visions.



Essence and Value

