



**Wake Up Innovators RESTART**  
**Travel & hospitality are the guests in the Connexia**  
**"virtual lounge".**  
**Guest: Giovanna Manzi.**

*Thursday, 2 June: Connexia's cycle of meetings with the top managers of Italian industry continues. Digital Talk dedicated to the world of hospitality and the travel industry.*  
*Guest: Giovanna Manzi, Chief Executive Officer of Best Western Italy.*

Milan, 29 June 2020 - The fourteenth appointment of **Wake Up Innovators | RESTART**, the series of meetings dedicated to starting over, hosted by **Connexia**.

As a free and wholly digital event, *Wake Up Innovators | RESTART Special Edition* offers an opportunity for a concrete analysis and open discussion with the major players of Italian industry, to take stock of business and strategies for responding to coronavirus emergency and restarting.

**Giovanna Manzi**, Chief Executive Officer of Best Western Italy, is the guest of Zornitza Kratchmarova, Corporate Communication Director at Connexia. Together, the two managers will give an overview of the key elements that will be useful for the restart of the tourism and hospitality industry, which is among the sectors most heavily affected by the economic crisis linked to the health emergency in our country. An exclusive testimony of how one of Italy's main industries is being forced to confront new necessities and habits: a recovery plan, the development of new products and solutions, safety protocols and health insurance for all guests.

Free **live meeting** event subject to registration on the [@Cisco Webex platform](https://bit.ly/2A1y0lm) (<https://bit.ly/2A1y0lm>).

WAKE UP INNOVATORS | RESTART  
Thursday 2 July  
9:00 - 10:00  
[@Cisco Webex](#)

### **Giovanna Manzi**

Giovanna Manzi was born in Naples in 1967. She graduated in Economics and Commerce at the University of Perugia, and, with her solid background in tourism, in 1995 took on the role of Marketing Manager for Best Western Italy. She then went on to Amadeus Italia and Travelonline, to create the first Italian tourism portal. In 2004 Giovanna Manzi entered the position of CEO of Best Western Italia. An expert in digital transformation, she is also a committed promoter of projects for inclusion and talent development.

### **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)