



# WWW 2015 FLORENCE, ITALY

## 24th International World Wide Web Conference

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### **BIG 2015: BigData Innovators Gathering**

Many of today's successful companies, government agencies, and research institutions are built on the collection and analysis of data. The volume and richness of these datasets have stimulated a massive wave of innovation. This revolution has also sparked important debates about privacy, ethics, and governance. The BigData Innovators Gathering (BIG) will bring together academic and industry leaders in the big data space to share the state of the art and its successful applications in business and other domains.

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### **5th International Conference on Digital Health**

Everything is affected by the digital revolution. The opportunities for interdisciplinary digital health research bringing together computer science to dramatically improve health and wellbeing of individuals and populations are extraordinary. ACM DL 2015 will in particular focus on public health computer science covering a wide spectrum of subjects including communities of practice and social networks, analytics and engagement with tracking and monitoring wearable devices, big data, public health surveillance, persuasive technologies, epidemic intelligence, participatory surveillance, serious games for public health interventions and automated early identification of health threats and response.

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### **Digital Marketing 2015 – Made in Italy on the Web**

Do you really know your customers and how to engage them in the digital world? "Digital Marketing 2015 – Made in Italy on the Web" is a unique opportunity to gain valuable insights, a mix of "art & science" on how to develop a successful approach to digital marketing by looking at successful examples of Made in Italy. DM 2015 offers a unique milieu of academic researchers interacting and creating synergies with entrepreneurs and managers that are behind some of the most brilliant "Made in Italy" success stories.

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### **Entrepreneurs Track (ET)**

Start-up companies are a distinctive and foundational aspect of Web Industry. The aim of the Entrepreneurs Track (ET) is to bring together the main actors of the process that leads from research, technical, and business ideas to successful start-up companies. The goal is to collect invited contributions from world wide known: venture capital investors, start-ups, academic spin-offs, early developers and incubators presenting success stories and most relevant trends. The track will also be opened to contributed presentations from entrepreneurs describing their technological and business challenges.

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**Don't miss this opportunity!!!**

**ORGANIZING SECRETARIAT**

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