SILVIA MOGGIA
44 years old
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From opera houses and festivals artistic and planning administration management to tourism, focusing on marketing and development of destinations and hospitality-related projects.
Reconversion due to Cinque Terre's flood on Oct. 25th, 2011

CAREER

Since April 2021 - **Vertical Media**
- marketing strategy consultant for **Destination Florence**

Since January 2021 - **The Data Appeal Company**
- marketing consultant
- social media management
- *Hospitality Now* webinars' cycle coordinator and primary host
- *Officina Turistica* Chief Editor

January - March 2021 - **Bravo Innovation Hub**
- mentorship to *Holiders* (platform economy based startup providing local assistant and counseling to travelers)

January 2021 - **Italian Riviera Tourism Training**
- global coordination and program definition
- digital marketing strategy and influencer marketing strategy panelist

Since September 2020 - **Hicon**
- co-organizer, in charge of Officina Turistica's panels (main focuses: destination management and development, new markets, and megatrends)

May 2020 - **Hack for Travel**
- co-organizer during the pre-event phase and in Team Manager of 14 teams working on cultural, hospitality, and destination projects during the hackathon

Since October 2019 - **Riomaggiore Municipality (Cinque Terre)**
- destination management consultant
- social media management

Since January 2018 - **Hospitality and Destination Management Consultant**
- DMOs and local tourism boards
- hospitality business

Since February 2015 - **Tourism Events Public Speaker**, among others:

- **BTO** (hospitality and social media management, content and influencer marketing, new trends, and new markets development)
- **Explora**'s InLomard1a project (social media management and content marketing)
- **JMO** (hospitality, social media management, and content marketing)
- **Geneva University** (the tourists' look on historical building's efficiency)
- **Palermo University** (hospitality and social media management, content and influencer marketing, new trends, and new markets development)
- **IULM** (digital marketing strategy and tourism megatrends)

Since October 2014 - Author of **Officina Turistica**

Since July 2012 - General Manager of **Oasi Hotel** in Levanto

Season 2012/2013 - **Teatro Bellini** in Catania, casting and planning consultant
- in charge of casting and contract negotiations for guest artists
- general schedule conception and management, in relation with stage and musical directors
- lyric production management and go-between guest artists and theatre department

October 2011 - December 2012 - **Volunteer for Vernazza's public administration**, following Cinque Terre's flood
- Found-rising projects
- FIAT - New Holland partnership projects
- Partita del Cuore management

Seasons 2005/2011 - **Palau de les Arts Reina Sofia**, artistic and planning administrator
- in charge of casting and contract negotiations for guest artists
- main schedule conception and following-up, in relation with stage and musical directors
- management of detailed schedules of pianists, chorus, orchestra, and technique
- in charge of the theatre daily schedule
- co-ordination of each artistic production necessity and go-between guest artists and theatre departments
- management presence during rehearsals and performances
- co-ordination of singers' auditions

Seasons 2000/2006 - **Opéra National de Paris**, artistic co-ordination manager
- Responsible for guest artists for the duration of their presence in the theatre, a go-between for artists and theatre departments (Stage and Planning Department, Technical Department, Press, and Media Department)
- Management of contracts, employment formalities (work permits, VISA ...), and payment of guest artists
- Management of productions in both Opera Garnier and Opera Bastille, management presence during performances
- Contacting artists' agents and other theaters in case of soloists' last-minute cancellation
- In collaboration with conductors and stage directors, drafting and updating of musical cuts

Seasons 1999/2000 - **IMG Artists Paris**
- Negotiating contracts with Italian venues
- Sale promotion with international venues

- Invoicing (artists, organizers)
- Co-ordinating the logistics and following-up of rehearsal schedules
- Following-up of artists' careers and updating promotional files

Seasons 1998/2000 - **Festival Musique à l'Empéri**, co-organizartor
- Analyzing budgets, searching partners and sponsorship
- Co-ordinating the project installation's schedule

Winter seasons 1996, 97, 98 - **Teatro Colon of Buenos Aires**, three months training periods
- Co-ordinating the logistic and following up the rehearsal schedule
- Reception and personal follow-up of guest artists

EDUCATION AND QUALIFICATIONS

2019/2020   **Cornell University**, **Hospitality 360 Master**
2016/2017   **Cornell University**, **Tourism Management Master**
2001/2002   **Ecole du Louvre**, specialization in **Cultural Project Management**
1999/2000   **Professional Master IESA** (Institut des Études Supérieures des Arts de Paris), specialization in **Cultural Mediation Management**
1998/1999   **SOCRATES/ERASMUS program** - Bachelor of Music (equivalent), Nice University Sophia-Antipolis (France)
1995/1999   **Bachelor of Arts Management and Cultural Policy** - University of Parma (Italy)

Languages: Fluent Italian, French, English, and Spanish (written and spoken)
Good understanding of German and Portuguese (written and spoken)
Good understanding of Russian (spoken)

HOBBIES AND INTERESTS

- Slow solo travels I usually plan from November till March
- Horse-riding: I used to jump when I was younger, and now I prefer horse trekking and trips, both and English and Western saddle
- Sailing and archery I practice at home whenever I can
- Folk music: after studying and playing viola to please others, I now have fun playing my cheap folk guitar
- Gardening: quite tiring, I've to admit, but really relaxing and fulfilling