



SILVIA MOGGIA

45 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

April 2022 - [Estates-General of European LGBTQ+ Tourism](#)

- panels moderation and content coordination together with the speakers

Since May 2021 - **AIGTL Board Member**

Since April 2021 - **Vertical Media**

- marketing strategy consultant & project manager 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
- **SOS Destination** webinars' cycle coordinator and [primary host for the English version](#) and co-host for the Italian version

January - March 2021 - **Bravo Innovation Hub**

- mentorship to **Holiders** (platform economy based startup providing local assistance and counselling to travellers)

January 2021 - **Italian Riviera Tourism Training**

- global coordination and program definition
- digital marketing strategy and influencer marketing strategy panellist

Since September 2020 - [HICON](#), **hospitality innovation conference**

- co-organiser, in charge of destination-related panels (main focuses: destination management and development, new markets, and megatrends)

May 2020 - **Hack for Travel**

- co-organiser during the pre-event phase and in Team Manager of 14 teams working on cultural, hospitality, and destination projects during the hackathon

October 2019-December 2021 - **Riomaggiore Municipality (Cinque Terre)**

- destination management consultant

- social media management
- copywriter (Italian, English, and French)

Since January 2018 - **Hospitality and Destination Management Consultant**

- DMOs and local tourism boards
- hospitality businesses

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)
- **HICON**
- **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, with the 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, with stage and musical directors
- management of detailed schedules of pianists, chorus, orchestra, and technique
- in charge of the theatre's 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 theatres in case of soloists' last-minute cancellation
- In collaboration with conductors and stage directors, drafting and updating musical cuts

Seasons 1999/2000 - **IMG Artists Paris**

- Negotiating contracts with Italian venues
- Sale promotion with international venues
- Invoicing (artists, organisers)
- Co-ordinating the logistics and following-up of rehearsal schedules
- Following up on artists' careers and updating promotional files

Seasons 1998/2000 - **Festival Musique à l'Empéri**, co-organizartor

- Analysing budgets, searching for 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 logistics and following up on 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 , specialisation 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 in 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 English and Western saddle
- Sailing and archery. I practice at home whenever I can
- Folk music: after studying and playing the 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