Feeling Good in the Age of Artificial Intelligence

Diet, sport and neuromarketing

Acknowledgements and Workshop Introduction

Nicola Sorrentino
Scientific Director, IULM Food Academy
Medical specialist in Nutrition Science, Hydrology, Climatology and Thalassotherapy

11 February 2026

Artificial intelligence to live longer and better

Awareness, data and responsibility

Gianna Martinengo
President, Scientific Committee, MUSA Scarl

18 February 2026

Eating well and the illusion of the miracle diet

Zero waste, seasonality of products and the secret of a sustainable diet

Daniela Minerva
Director of the multimedia platform Salute of la Repubblica, STAMP and GEDI News Network

Interview with
Nicola Sorrentino

25 February 2026

Doing sport with artificial intelligence

The synergy between body and technology

Daniele Dallera
Head of Sports, Corriere della Sera

Interview with
Lele Adani
Sports commentator
Carmelo Carbotto
Head of Strategic Marketing & Research, Banca Ifis

4 March 2026

Neuromarketing and artificial intelligence

What attracts, convinces or pushes a consumer

Vincenzo Russo
Scientific Director of the Neuromarketing Research Center, IULM University

Nicola Sorrentino

CONCLUSIONS

All events will take place in Room 146, IULM 6, at 10:30 a.m.

Main partner
Banca Ifis

Event organized by
iulmfood academy