

CALL FOR SPEAKERS • COSMOFARMA EXHIBITION 2027

Call4Speakers is coming up: at Cosmofarma 2027, you'll be able to **apply to become a featured speaker in the conference and workshop program** and share your experience with the largest community in the Italian pharmacy sector.

From July 20, 2026, through October 2, 2026, you can submit your application to secure a slot to present your work during one of the three days of the 30th edition of Cosmofarma, held at BolognaFiere from April 15 to 17, 2027.

Call4Speakers topics and organization

The **Call4Speakers** initiative centers on the focus theme of the **Cosmofarma 2027 communication campaign, namely "Intelligent Relationships"**- a combination of two terms that highlights the convergence of aspects fundamental to the evolution of pharmacy: relational intelligence and artificial intelligence.

In the pharmacy profession, relationships have always been a defining characteristic: they signify closeness, active listening, advice, and trust. Today, this professional heritage is enriched by new opportunities thanks to the evolution of AI. From this integration arises the concept behind the Cosmofarma campaign: Intelligent Relationships.

There are 5 slots available for Call4Speakers over the course of the three days, each lasting **45 minutes**.

The speech or presentation will take place in one of Cosmofarma's conference rooms, located within the exhibition halls. The assignment of the time slot and room is at the Organizer's discretion, based on the management of the conference schedule, which includes events related to various clusters (institutional, scientific, management, industry trends, etc.).

Requirements and procedures for participating in Call4Speakers

This call is open to professionals, educators, trainers, experts, and opinion leaders who address an audience of pharmacists;

- the content of the speech or presentation must relate to the theme of "Intelligent Relationships," with the possibility of addressing the topic of AI and relational intelligence in pharmacy in its various forms;
- to participate in the call, applicants must submit the title and a brief abstract (no more than 1,000 characters) of the presentation they propose to deliver as part of the call. The abstract must be accompanied by the candidate's resume and a reel of no more than 1 minute (reels longer than this will not be considered) that concisely and effectively illustrates the proposed content and will be shared on Cosmofarma's social media channels;

- The reel must meet the following requirements:
 - Vertical video - if possible, with space above and below the speaker, who should be positioned centrally - to ensure a more consistent frame, since the publication format will be vertical. A half-body shot is required.
 - Neutral background
 - Good lighting in the room where the recording is made
 - MP4 format
- Speakers submitting their applications may also include other presenters in their session; these must be explicitly listed in the abstract along with their job titles;
- Only **original content** (not previously presented at other events) of an **educational** nature - and **not promotional or commercial** - will be considered;
- The materials (abstract and reel) will first be reviewed by the Cosmofarma team, which will evaluate them based on their **alignment with the focus theme of the 2027 edition and select 10 candidates**. The Cosmofarma team reserves the right to contact candidates to schedule a virtual meeting to discuss the proposal's content in greater detail. **The 10 selected candidates will then be put to an online vote via Cosmofarma's social media channels** from October 5 to October 9
- For the voting via Cosmofarma's social media channels, the 10 candidates who have passed the first selection round are also required to prepare a reel (with the same characteristics as previously indicated) in which the candidate explicitly invites the Cosmofarma community to vote for them
- The email address for submitting materials and for any further details or information is contenuti@cosmofarma.com
- The winners will be announced by October 30
- The selected candidates will be announced and promoted via the social media channels and website of Cosmofarma Exhibition.