

EDUCATION OF THE FUTURE

Artificial intelligence (AI) is revolutionizing several industries, bringing new possibilities for innovation, optimization, automation, and also bringing new challenges and ethical dilemmas. The media industry is no different – countless solutions have emerged in recent years, and with the popularization of technologies based on AI, LLM and Generative AI, the quality of results and the practical application of these technologies are beginning to become a reality. In this panel we will address the concept of AI and Generative AI in the Media industry, as well as technologies and practical applications.

Presenter: Wagner Kojo, SET Advisor and SET eXperience Full Connect Curator

- **HOW TO PREPARE THE NEW GENERATIONS OF STUDENTS AND TEACHERS FOR 21ST-CENTURY EDUCATION?**

Keynote Speaker, Moderator: Zé Luiz Nogueira, Chief Executive Officer, Cientik
Challenges and opportunities regarding a country in transformation!

How are we preparing our talents for the future of the digital economy?

What is the role and relationship between private and public initiatives?

How can the use of technology lead to a leap in education in Brazil and the transformation of students and teachers?

- **Debater: Ewerton Fulini**, Vice-President, Ayrton Senna Institute
- **Debater: Affonso Nina**, President of Brasscom Association of Information and Communication Technology (ICT) and Digital Technologies Companies
- **Debater: Bruno Lopes Correia**, Deputy Secretary of Education at São Paulo City Hall
- **Debater: Hugo Nepomuceno**, Municipal Sub-Secretary of Education of Rio de Janeiro



Wagner Kojo, SET Advisor and SET eXperience Full Connect Curator

With consistent experience in business, marketing, innovation and technology over the last 10 years, he has assumed leadership positions in reference companies in the Technology and Communication sectors. Advisor, Consultant, Angel Investor, Curator and Speaker, Kojo, is also very close to the startup and digital business ecosystem and collaborates with strategic initiatives involving business schools, management and leadership, such as Inova Business School, FDC, HSM, MIT and INSEAD. Graduated in Marketing and Communication from Universidade Paulista, MBA from Business School São Paulo, specialization in International Business at UPC Barcelona Tech, post-MBA in TrendsInnovation and TrendsInnovation Advisor from Inova Business School and Member of ACTIB – Association of TrendsInnovation Advisors of Brazil.



Zé Luiz Nogueira, Chief Executive Officer, Cientik

José Luiz Nogueira studied economics and journalism at PUC-SP, cinema at the Berkeley Film Institute, in San Francisco. He created and produced many educational series for television, such as Tele Curso do Segundo Grau, for the Roberto Marinho Foundation, programs for TV Cultura, Canal Futura, TV Escola, several documentary series for Rede Globo. Partner at Fabrika Filmes, after having written and directed hundreds of TV programs and commercials, he began to dedicate himself solely to education. He coordinated the “Space Robotics” program created in partnership with the University of Brasília and FNDE, with the participation of the Brazilian Space Agency. In the search for solutions that meet the World Bank's Low Cost Education guidelines, he began leading a multidisciplinary team to create an OTT streaming channel focused on public education. This is how Cientik was born, which today has the participation of more than 68 masters and doctors, focusing on teaching new digital technologies to students and training teachers.



Ewerton Fulini, Vice-President, Ayrton Senna Institute

Ewerton is the current Vice-President and spokesperson for the Ayrton Senna Institute, bringing with him more than 15 years of experience in private companies, with expertise in the areas of Business, Human Resources and Corporate Management. His transition to the third sector is a reflection of his passion for human development and search for purpose. He has a degree in Social Communication, an Executive MBA from Insper, a Master's in Leadership from Dom Cabral with an extension at the Kellogg School, and also has 4 trainings in Coaching.



Affonso Nina, President of Brasscom Association of Information and Communication Technology (ICT) and Digital Technologies Companies

Affonso Nina is the Executive President of Brasscom (Association of Information and Communication Technology (ICT) and Digital Technologies Companies), where he was also a member of the Board of Directors. He has 35 years of experience in the areas of Information Technology and Financial Services, having been CEO and Chairman of the Board of Directors of several companies in the private sector. He worked in companies such as Grupo Sonda Brasil, HP (Hewlett-Packard), EDS (Electronic Data Services), GE (General Electric), Carlson Wagonlit, Genpact, Grupo Pão de Açúcar and Booz-Allen. He is also an investing member of BR Angels. He has a degree in Electronic Engineering from the Technological Institute of Aeronautics (ITA), an MBA from Columbia University (Columbia Business School) and Certification as a Counselor from the Brazilian Institute of Corporate Governance (IBGC).



Bruno Lopes Correia, Deputy Secretary of Education at São Paulo City Hall

Master in Human and Social Sciences (UFABC) and bachelor in International Relations (FASM) and in Public Policy Management (USP). He worked for 12 years in the Government of the State of São Paulo in various bodies, such as the Administrative Development Foundation (FUNDAP), the São Paulo Metropolitan Planning Company (EMPLASA) and the Companhia Paulista de Parcerias (CPP). He was President of the

Real Estate Council (2019-2021) and Undersecretary for Government Actions at the Government Secretariat (2021-2022). He works as a Public Policy and Government Management Analyst (APPGG) at São Paulo City Hall.



Hugo Nepomuceno, Municipal Sub-Secretary of Education of Rio de Janeiro

Teacher of basic education at the City Hall of Rio de Janeiro/RJ, where he is Undersecretary for Articulation and Network Integration, at the Rio de Janeiro Municipal Department of Education. His career as a public manager in Education began in 2010, where he served as school director, regional education coordinator and undersecretary, in the current administration of Mayor Eduardo Paes, with Secretary Renan Ferreirinha heading the education portfolio. It is responsible for the organization and integrated communication of the education network, which comprises more than 1549 teaching units, and for supporting school management, through school security and student protection actions. Specialist in Asset Management in Public Organizations (Unyleya), graduated in Pedagogy (UERJ) and History (UFRJ).