

Concrete is Awesome

About

Join Davide Zampini, Head of Global R&D to hear about all the reasons why Concrete is awesome.

- *CONCRETE IS AWESOME! Despite the negative press related to our industry and the subjective criticism it receives from green activists*
- *CONCRETE IS AWESOME! Not because we produce it and sell it, but because it is an integral part of the daily lives of the inhabitants of our planet*
- *CONCRETE IS AWESOME! Due to its endless possibilities, which makes building with concrete not only innovative and sustainable but also exciting*
- *Through the lens of real customers and users, this session will take you on a journey after which your perception of concrete will be revolutionized!*
- *You will speak with pride about concrete, genuinely, because CONCRETE IS AWESOME*

Additional Info.

Session Dynamics

- Videos & Visual Aids
- Polls
- Yaowling

No Pre-reads

