AI TRANSITION

📅 19-20 NOVEMBER 2025

📍 MILAN

🔴 LIVE AND DIGITAL

TARGET

TOP MANAGERS AND HEADS OF DEVELOPMENT AND INNOVATION OF COMPANIES FROM ALL ECONOMIC SECTORS, RESEARCHERS AND ACADEMICS, STARTUPPERS, REPRESENTATIVES OF INSTITUTIONS AND THE PUBLIC SECTOR, LABOUR CONSULTANTS

THE 2024 EDITION

4,880   REGISTERED USERS
4,500*   PARTICIPANTS

*Also broadcast on the ilsole24ore.com homepage

Second edition of the event dedicated to the **impact of Artificial Intelligence on business**. According to ISTAT data, this revolutionary technology is currently used by about 25 per cent of large companies and only 5 per cent of SMEs, but we are now in a phase of great acceleration.

At AI Transition we will examine the **ongoing evolution** of this tool, the **concrete opportunities** it offers companies, the **regulations** governing it and how it is changing the **labour market.**

24ORE EVENTI

GENDER

EQUALITY

25%
FEMALE SPEAKERS

10%
SPEAKERS UNDER 50

We are the first Italian publishing group to be **certified on Gender Equality** according to UNI/PdR 125:2022.

This milestone was achieved thanks to a significant shift in corporate culture towards a more sustainable and inclusive perspective.

This commitment is confirmed in the design of the programmes for all our events.

24 ORE EVENTI

2024 EDITION
THE NUMBERS

63
FEMALE AND MALE SPEAKERS

17
SPONSORS

4.880
REGISTERED USERS

4.500
PARTICIPANTS

CONCEPT & FORMAT

CONCEPT

Event with an audience in **attendance** and broadcast in **livestreaming.**
Individual speeches, study presentations, round table discussions, remote or recorded interventions are alternated. A **Q&A session** may be scheduled.

FORMAT

LIVE AND DIGITAL

Live & Digital Event: in-person or platform-based use. User registration required.
It is possible to review the event on demand on the dedicated landing page.

DURATION

about **3 hours**

AN INTERACTIVE EXPERIENCE

Through digitised streaming and with a director coordinating the interventions, live events can be **transformed** into **interactive streaming events.**

Event registrants will have access to a section/entry page with a customised player to enjoy a cross-screen and cross-device video stream, with real-time optimisation on the content display.

The streaming format will allow the scheduled insertion of video material and detailed images of the speakers' speeches.

KEY BENEFITS

Connection of **thousands of users** at the same time (*)
Connecting **speakers remotely** wherever they are (Italy / Abroad) and inserting **Q&A sessions** (moderated chat)
Possible launch of **surveys**

WE MAKE EVERY EVENT UNIQUE

- Setting up a **set** at the chosen location

- Director-guaranteed filming with **HD cameras**

- Program opening **theme song**

- Guests accompanied on stage by **graphics** and **background** music

- Possibility to connect **guests remotely**, via platform

- Possibility to add **animated content** (slides/videos) to each speaker's speech

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HOW WE COMMUNICATE IT

✳ PRINT

2 **advertisements** in Il Sole 24 Ore
Half page format (60 forms, 312x222)

✳ BANNER CAMPAIGN

MPU box on the website
www.ilsole24ore.com
Box format (300x250)
Duration: **1 week before the event**

✳ WEB & DIRECT MARKETING

Dedicated **landing page** on
24oreventi.ilsole24ore.com

No. 3 Direct E-Mail Marketing (DEM) with
profiled target from Il Sole 24 Ore database

✳ ON SITE

- **Room fittings**
- **Scenography**
- **Theme song**

✳   **materials in which the logo is to be visible**

SOCIAL MEDIA

4 weeks of communication on the social channels of the entire network

Meta + LinkedIn to maximise the reach of the message and intercept the target audience

FIXED POSITIONS ON THE.COM

- **Manchette** homepage
  www.ilsole24ore.com

- **Box Brand Connect** ROS at
  www.ilsole24ore.com

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THE 2024 EDITION:
COMMUNICATION

DEM

Half page ADV

THE 2024 EDITION:
SHOOTING EDITORIALS

Il Sole 24 ORE
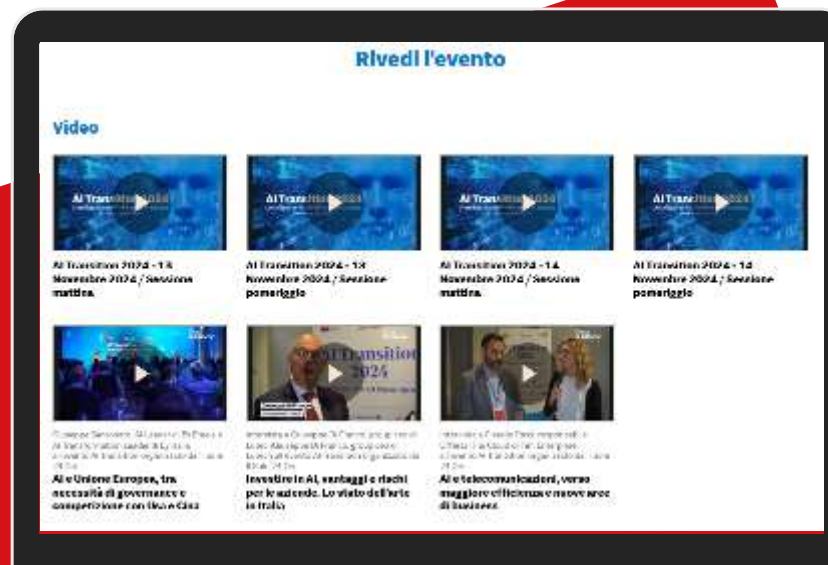
VIDEO SECTION ON

Il Sole **24 ORE**

&

24ORE EVENTI

The full video of the event will be available:

- within the **events area** in the **video section** of the website **ilsole24ore.com**

- on the event **landing page** at **24oreventi.ilsole24ore.com**

VIDEOS
INTERVIEWS

Single video interviews by a journalist from Il Sole 24 Ore Radiocor and filming during the event with a crew of 1 cameraman and 1 video camera, amplifying the topics discussed at the event.

Each video interview will last **2 to 3 minutes** and, in addition to being sent to the client for broadcast on their channels, will be:

- Published on the **sole24ore.com website** in the Radiocor section, at the discretion of the editorial staff

- Published on **24 ORE Eventi website**

- Amplified via **social media by 24 ORE Eventi**

MAIN PARTNER

REALISATION OF AD HOC SESSION

- **SPEECHES:** ad hoc focus by a partner representative + 2 case histories representatives of the partner's client companies

- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event

- **TICKER:** insertion of 1 promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)

- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner

- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page

- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads

- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

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MAIN PARTNER

ONE-TO-ONE INTERVENTION

- **SPEECHES:** one-to-one intervention between moderator and partner company representative

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OFFICIAL PARTNER

SPEECH AS PART OF A ROUND TABLE DISCUSSION

- **SPEECHES:** Within a round table discussion (positioning will be agreed with the editorial team during the drafting of the programme)

- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event

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EVENT PARTNER

VISIBILITY ON EVENT COMMUNICATION

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KEY PERFORMACE INDICATORS

● **REGISTRATION**

Number of registered users at the event

● **PARTICIPATION**

Number of people connected or attending the event

● **LEADS SUPPLY**

File containing the **leads** that gave consent to pass the data to the Event Partner

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