



AGENDA 2025 - DIGITAL ROUND TABLE



DIGITAL ROUND TABLE

Radio 24, always a point of reference for useful and authoritative information, will organise a digital round tables live streaming with the partner and lead by the most prestigious voices of Radio 24 on topics of interest to the client.

The Digital Round Tables, featured by a strong editorial vocation and the characteristic rhythm of radio broadcasting, will be the result of cooperation and sharing between Radio 24 and the partner of the initiative, as well as the identification of the contents that will be the subject of the interventions.

FORMAT

- **Duration: 2 hours** in the afternoon
- **Location:** conductors in presence at the studios of Radio 24 and guests in presence or remotely connected;
- **How:** through a dedicated platform that will allow the streaming of the event and the live interaction of listeners, upon the registration on Radio 24 website.



THE STRENGTHS OF DRT:

Strong distinctiveness of programmes and presenters

Radio conduction rhythm

Conduction mode that puts listeners and guests 'at ease', creating a relationship of confidence

Strong user interaction

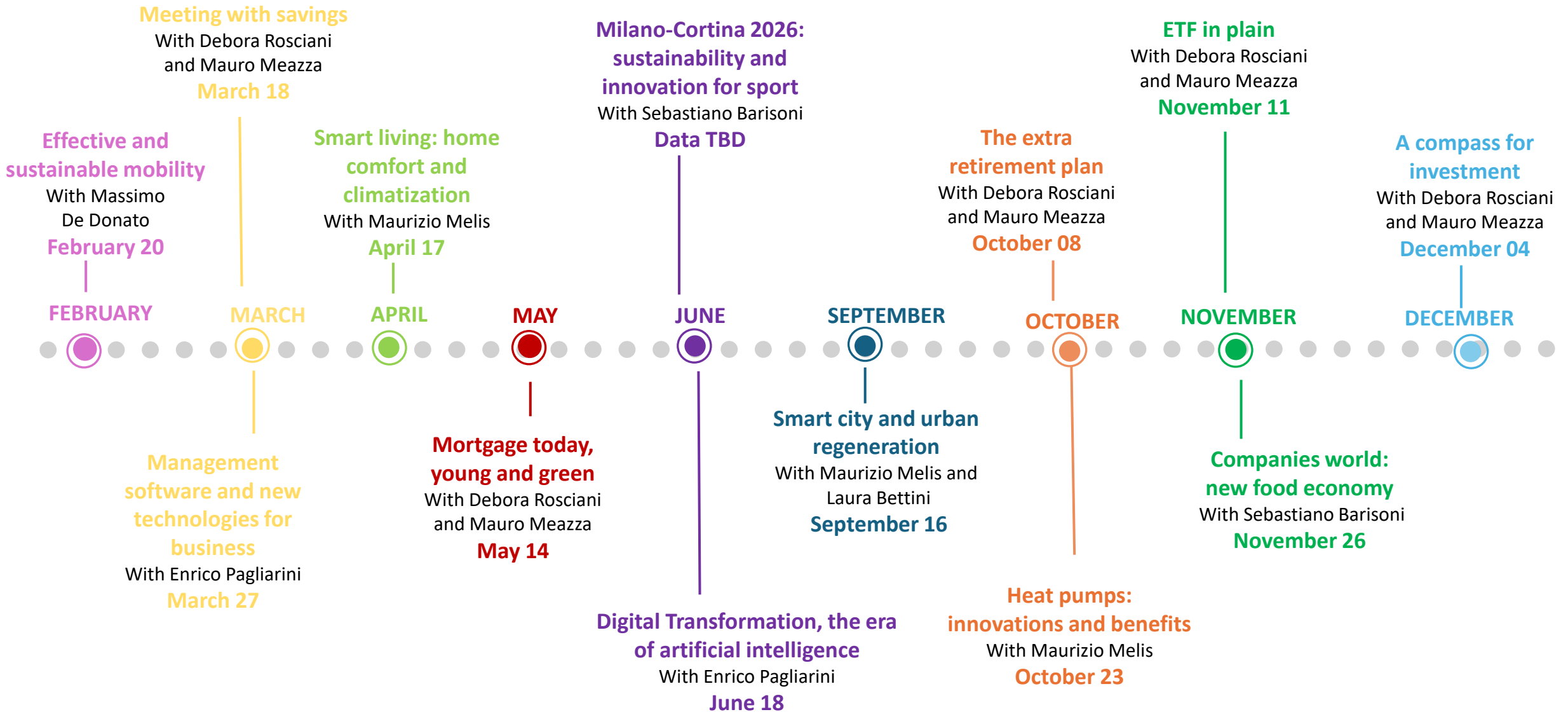
Possibility of interaction during the event with questions and requests for more in-depth information on the topics covered;

Reaching the final target audience (BTC)

Large number of subscribers attentive to the content and interested in the specific topics of the event; (Average subscribers: 1,000, average connections 600)

Possibility of following the event on both radio24.it and Radio 24+1 , the dab channel of Radio 24 .

AGENDA 2025 DIGITAL ROUND TABLE RADIO 24



DRT EFFECTIVE AND SUSTAINABLE MOBILITY

Innovative Solutions for Vehicle Management and the Role of Fleets

Massimo De Donato

Mobility is undergoing a radical transformation, driven by new demands for flexibility and sustainability. Leasing and rental services are emerging as strategic solutions to address these challenges, offering vehicle access models that prioritize efficiency and customization over traditional sales methods. In this context, fleets can play a key role in driving change, especially considering the changes introduced in January 2025 with the reshaping of corporate fringe benefits.

The Digital Round Table hosted by Radio 24 brings together industry experts, mobility operators, and business representatives to explore how the mobility landscape is evolving in response to these dynamics. The event will also offer an opportunity to delve into the evolution of corporate fleet management models, fueled by new digital technologies and predictive models.

During the event, led by Radio 24 journalist Massimo De Donato, economic benefits, market trends, and future perspectives will be analyzed.

Possible topics:

- Electric mobility
- Shared mobility: car sharing, ride sharing and micromobility
- Smart vehicle and fleet management
- Smart cities and integrated mobility systems
- Artificial intelligence and big data for mobility



FEBRUARY
20



DRT MEETING WITH SAVINGS

Financial Education: tools and strategies for a more informed saver

Debora Rosciani and Mauro Meazza

The financial literacy of Italian investors is slowly improving. However, remains significant misunderstandings and gaps between the products of the savings industry and potential clients, as well as difficulties in sharing a common language. In this context, financial advisors can play a key role as intermediaries, bridging the gap between those offering financial instruments and those seeking to make the best choices for themselves and their goals.

The Digital Round Table by Radio 24, led by Debora Rosciani and Mauro Meazza, journalists and hosts of Radio 24, will bring together financial experts, educators, and institutional representatives to outline the most effective strategies for fostering informed savings management. The discussions will highlight the importance of financial skills and best practices for promoting savings.

**MARCH
18**



DRT MANAGEMENT SOFTWARE AND NEW TECHNOLOGIES FOR BUSINESS

How to Improve Business Efficiency and Productivity

Enrico Pagliarini

For businesses, digital services and management software are essential tools for improving efficiency, productivity, and coordination. The Digital Round Table, hosted by Enrico Pagliarini, journalist and host of Radio 24, explores the latest digital solutions designed to simplify business processes and optimize teamwork.

Technology experts, IT managers, and representatives from innovative companies will describe the benefits offered by efficient resource and data management. Through a comparison of different best practices, the event will delve into the impact of digital services on SMEs and corporations, with a focus on new trends in automation, security, and information sharing.

Possible topics:

- ERP, CRM and business intelligence
- Business Process Automation
- Security and Data Management: Protecting the Core of Business Operations
- Cloud or local management?
- Scalability and Customization of Software

APRIL
03



DRT MORTGAGE TODAY, YOUNG AND GREEN

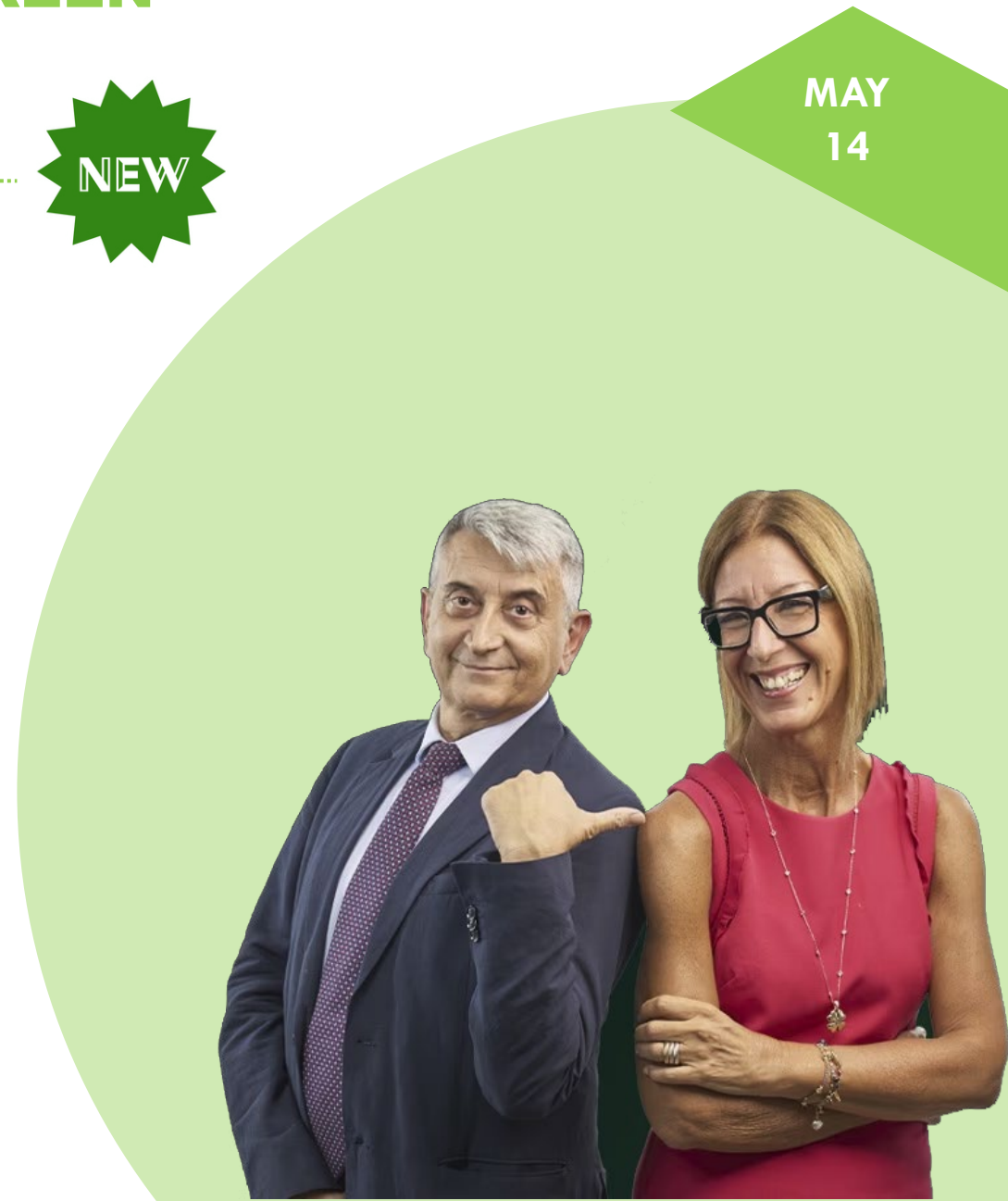
Debora Rosciani and Mauro Meazza

It's easy to say "mortgage": today, one of the most important choices is that of the "green" mortgage, driven by the need to improve the energy efficiency of buildings, supported by both national and European regulations, incentives, and legal requirements. Young people can also aim for financing specifically designed for them, taking advantage of other opportunities in terms of rates and durations.

The Digital Round Table of Radio 24, hosted by Debora Rosciani and Mauro Meazza, will provide useful tools for selecting the best solutions available on the market and will analyze the potential benefits for young people and families, involving industry operators and experts.



MAY
14



DRT SMART LIVING: HOME COMFORT AND CLIMATIZATION

Technologies for comfort, climate control and domestic sustainability

APRIL
23

Maurizio Melis

Home comfort is at the heart of the technological transformation of our homes, where climate control and automation merge to create more livable, efficient, and sustainable environments.

The Digital Round Table organized by Radio 24 will provide valuable insights on how to optimize energy management, improve air quality, and ensure an optimal living environment. The event, hosted by Maurizio Melis, journalist and Radio 24 presenter, brings together experts in climate control, designers, and developers of smart home solutions. It will be an opportunity to provide a comprehensive overview of the solutions available on the market and emerging trends, with particular focus on sustainability and the customization of the living experience.

Possible topics:

- Climate Control and Energy Sustainability
- Home automation and Smart Systems
- Air quality
- Integration of smart systems for the connected home



DRT DIGITAL TRANSFORMATION, THE ERA OF ARTIFICIAL INTELLIGENCE

- Artificial intelligence and digital innovation: strategies for successful businesses

JUNE
18

Enrico Pagliarini

Digital transformation and the adoption of artificial intelligence are transforming how businesses operate, offering new opportunities to innovate, optimize and compete on a global scale.

The Digital Round Table of Radio 24 provides an opportunity to highlight the possibilities and benefits offered by digital tools and describe the concrete applications of AI in different fields. Enrico Pagliarini, journalist and host of Radio 24, together with leading experts in digital transformation, will draw a clear perspective on the opportunities offered by digital strategies to improve operational efficiency, building customer loyalty and competitive advantage.

Possible topics:

- Digital Transformation for businesses
- AI in business operations
- The importance of data as a strategic asset
- Customer experience and customization
- Cyber security and Digital Trust



DRT MILANO-CORTINA 2026: sustainability and innovation for sport

Sebastiano Barisoni

Radio 24 will organise a digital round table dedicated to Milano-Cortina 2026 that will bring together experts, institutions and stakeholders to discuss the progress and challenges related to the organization of the Olympic and Paralympic Winter Games. The meeting will highlight the importance of developing sustainable infrastructure, technological innovation and promotion of the territory. Urban regeneration will be explored, with particular emphasis on the legacy of the Games for local communities and public-private partnerships.

The digital event, led by Sebastiano Barisoni, Deputy Executive Director of Radio 24 and host of Focus Economia, will highlight the opportunity to make Milano-Cortina 2026 a model for inclusive and sustainable sports and economic development, able to enhance the Italian excellence at international level.

Possible topics:

- Environmental sustainability
- Infrastructure and mobility
- Economic and tourist impact
- After Olympics legacy
- IncluSocial inclusion and accessibility
- Technological innovation



TBD
JUNE



DRT SMART CITY AND URBAN REGENERATION

Designing the cities of the future for collective well-being

Maurizio Melis and Laura Bettini

The cities of the future will be places where technological innovation, sustainability and collective well-being converge to ensure the well-being of inhabitants. In this Digital Round Table by Radio 24, we will describe the technologies and urban models that aim to create more sustainable, accessible and people-oriented cities, integrating intelligent infrastructure, green mobility and digital urban management tools.

The meeting led by Laura Bettini and Maurizio Melis will be an opportunity to illustrate challenges and criticalities thanks to the testimonies of urban planners, technology experts and public administrators. Smart solutions can transform urban spaces into more efficient, inclusive and safe environments.

Possible topics:

- Urban planning and sustainable design
- Smart infrastructure
- Sustainable and connected mobility
- Data monitoring and analysis

SEPTEMBER

16



DRT THE EXTRA RETIREMENT PLAN

Towards a safe pension: challenges and opportunities of supplementary solutions

Debora Rosciani and Mauro Meazza

Should we call it complementary retirement plan or fundamental retirement plan? Given that the amounts of base pension benefits are set to decrease, choosing an additional pension plan is becoming increasingly necessary.

The Digital Round Table, hosted by Debora Rosciani and Mauro Meazza, will engage with experts and specialized managers to address all aspects of pension funds, both occupational and individual. New regulatory developments now require a deeper understanding of these instruments, and the data from the Pension Fund Supervisory Commission provide insights and opportunities for comparison. These guidelines should be best utilized, especially by younger people and women, the two groups most exposed to the risk of insufficient pensions

OCTOBER
08



DRT HEAT PUMPS: INNOVATIONS AND BENEFITS

Energy efficiency and sustainable heating

Maurizio Melis

The increasing demand for efficient and sustainable energy solutions led to heat pumps as a key technology for residential and industrial heating.

The Digital Round Table, led by Maurizio Melis, journalist and host of Radio 24, will provide an opportunity to illustrate the technical features, the benefits in terms of energy saving, How it is integrated with other heating systems and the impact on thermal comfort. Together with energy specialists, representatives of industry and institutions, the advantages and challenges offered by heat pumps in terms of decarbonization and ecological transition will be highlighted. Energy efficiency, the integration with renewable sources and the use of natural refrigerants are the main strengths of these systems that are ideal for a optimal use of both domestic and industrial.

Possible topics:

- Operation of heat pumps
- Energy efficiency and utility costs
- Integration with renewable energy sources
- Home comfort
- High temperatures
- Tax benefits and incentives

OCTOBER
23



DRT ETF IN PLAIN

Investment strategies: how to choose ETFs

Debora Rosciani and Mauro Meazza

ETFs: the reasons behind their success. Year after year, this range of financial instruments continues to gain increasing popularity and, most importantly, more subscribers. Attracted by their relative simplicity, low costs, and the ability to innovate, ETFs have gradually evolved from a basic offering that tracked an index to include increasingly sophisticated instruments.

The event, hosted by Debora Rosciani and Mauro Meazza, journalists and hosts of the Due di Denari program on Radio 24, will provide a detailed overview of the characteristics of this category of financial instruments and the current state of the market, thanks to the presence of experts and professionals in the field. The event will also highlight upcoming innovations.

NOVEMBER
11



DRT COMPANIES WORLD: new food economy

Sebastiano Barisoni

The food sector is a fundamental pillar of the global economy, with a market value estimated in billions of dollars and a direct impact on employment, environmental sustainability, and food security. Its complexity arises from the interconnection of long and diverse supply chains, ranging from agricultural production to industrial processing, from distribution to retail sales. The Italian sector, specifically, generates added value for 19% of the national GDP, with a total turnover of approximately 586 billion euros in 2024.

The Digital Round Table 'New Food Economy' by Radio 24 aims to explore the economic and social dynamics shaping one of the most representative sectors of Made in Italy. Together with Sebastiano Barisoni, journalist and host of Focus Economia on Radio 24, and prominent professionals from the sector, will be discussed new models and strategies for production, distribution and consumption to meet the long-term needs of the market.

Possible Topics:

- Analysis of global and national economic trends in the food sector
- Value of exports
- The role of technology and food startups in responding to new trends
- What strategies can mitigate the effects of inflation on food prices?
- How to protect PDO, PGI, and Italian excellence products from imitation and fraud?
- Impact of short supply chains on prices, quality, and the economy of communities
- The use of big data to forecast market trends and improve logistics
- The geopolitics of raw materials: how are costs and the supply of key resources changing?



NOVEMBER
26



DRT A COMPASS FOR INVESTMENT

Debora Rosciani and Mauro Meazza

DECEMBER
04

The confirmed trends and the most surprising ones in the first year of Trump's presidency and the new European Commission. Geopolitics, interest rates, and international trade are changing the perspectives and investment opportunities for businesses and savers. One aspect, however, should never change: the attitude of the saver, which should always be focused on achieving personal or family financial goals, regardless of the context in which the markets are operating.

Debora Rosciani and Mauro Meazza will review savings and investments for 2025, alongside operators, managers, and experts.

