

AGENDA 2026

DIGITAL ROUND TABLE

DIGITAL ROUND TABLE

Radio 24, a benchmark for reliable and useful information, organizes digital round tables streamed live, addressing topics of significance and interest to the public. The Digital Round Tables are moderated by the hosts of Radio 24's programs, who deal with these topics daily and have a loyal audience.

THE STRENGTHS OF DRT

Strong uniqueness of programmes and presenters

Conduzione affidata a giornalisti e conduttori di grande credibilità

Impact of radio storytelling: tone, rhythm and storytelling are drivers of attention

High-profile content capable of combining in-depth economic and current-affairs analysis with clear, accessible communication

Radio conduction rhythm

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

Strong user interaction

Possibility to take part during the live broadcast with questions and requests for further insights on the topics discussed; continuous dialogue between hosts, guests and the audience

Reaching the final target audience (BTC)

Attentive attendees who are engaged with the content and interested in the event's specific topics

Possibility of following the event on both radio24.it and Radio24+1, the dab channel of Radio24

THE FORMAT DIGITAL ROUND TABLE

DURATION

The live stream has an average duration of two hours in the afternoon time slot

HOW

Through a dedicated platform that will enable streaming of the event and interaction with the audience

LOCATION

Hosts live from Radio 24 studios and guests either on site or connected via video remotely

COMMUNICATION



The Digital Round Tables are supported by an extensive communication campaign across various channels of the 24 Ore Group to maximize visibility of the event and partner participation

PRE – EVENT COMMUNICATION

| | |
|--------------------|--|
| ON AIR ON RADIO 24 | 5 co-branded promos per day, each 30 seconds long, rotated from 6:00 AM to 12:00 AM, for a total of 70 co-branded promos |
| RADIO24.IT | Radio 24 listeners can find all the information to register on the radio24.it website , with a box on the Home Page and in the Events section |
| SOCIAL CAMPAIGN | A social amplify campaign is planned targeting the relevant audience, along with organic coverage on Radio 24's social channels: FB, X, IG, and Ln |
| PRESS CAMPAIGN | Two press releases are planned in Il Sole 24 Ore and two releases in the trade publication Dailymedia |
| DIGITAL CAMPAIGN | A multi-format digital campaign is planned to run on ilSole24ore.com |
| DEM | Three email campaigns will be sent to the profiled Il Sole 24 Ore and Radio 24 databases , aimed at promoting the event to the target audience |

LIVE

| | |
|----------------|---|
| RADIO24.IT | The streaming of the Digital Round Table will be broadcast on the radio24.it website |
| RADIO 24+1 DAB | The live broadcast of the Digital Round Table can be followed on air by listeners on the digital channel Radio 24+1 . |

POST – EVENT COMMUNICATION

| | |
|-----------------|---|
| RADIO24.IT | The event recording will be available from the days following on radio24.it and on Stream24, the video section of ilsole24ore.com |
| SOCIAL CAMPAIGN | A post-event social video will be shared on Radio 24's platforms , informing subscribers who want to rewatch the Digital Round Table |
| DEM | A list of users who consented to third-party data sharing during registration will be provided to the Partner Client |

AGENDA 2026

DIGITAL ROUND TABLE

MARCH

APRIL

MAY

JUNE

SEPTEMBER

OCTOBER

NOVEMBER
R

DECEMBER

**Management
software**
Enrico Pagliarini
March 24

**Meeting with
savings**
Debora Rosciani
and Mauro Meazza
April 02

Mental health
Nicoletta Carbone
May 06

Energy future
Maurizio Melis
June 10

Home value, from investment to sustainability

Debora Rosciani and Maurizio Melis

June 23

Factory 5.0, the industry of tomorrow
Enrico Pagliarini -
Pepe Moder
September 22

**Longevity:
live better,
live longer**
Debora Rosciani
and Nicoletta
Carbone (Marialuisa
Pezzali)
September 30

**The extra
retirement plan**
Debora Rosciani
and Mauro Meazza
08 october

**Heat pumps evolution:
renewing energy**
Maurizio Melis
October 21

ETF in plain
Debora Rosciani
and Mauro Meazza
November 11

A compass for investment
Debora Rosciani
and Mauro Meazza
December 03

MANAGEMENT SOFTWARE

The future is management / The digital brain of businesses



SYNOPSIS



In the era of digital transformation, management software has become the beating heart of businesses: tools that not only automate repetitive tasks but also enable faster, more informed decision-making, enhancing efficiency and collaboration.

The Digital Round Table, hosted by journalist Enrico Pagliarini, brings together experts, CIOs, and managers to discuss how new enterprise management platforms are reshaping organizational models and growth strategies. The event will provide an overview of emerging technologies—from AI and predictive analytics to cloud solutions and industry-specific platforms—highlighting real-world examples of companies that have innovated through more efficient management of resources and data.

It will be an opportunity to explore the challenges and opportunities facing SMEs and large corporations, with a focus on security, scalability, and the central role of people.



2026, MARCH 24



Enrico Pagliarini host of 2024

IDEAS

AI in Management Software: How Artificial Intelligence Turns Reporting into Predictive Analytics and Strategic Decisions

Custom vs. Standard: Choosing Between 'One-Size-Fits-All' Platforms and Tailor-Made Vertical Solutions

Business Ecosystem: ERP, CRM, HR, and Supply Chain – How to Choose the Best Solution

Cloud, on-premises, or hybrid: it is essential to balance flexibility and data sovereignty while considering budget, security, scalability, and ongoing technological updates

SMEs and Corporates: Different Features and Resources, Shared Goals of Functionality and Efficiency

Security and Governance: Management Software as a Critical Access Point to Protect

SYNOPSIS

In an uncertain economic environment, savings management plays a crucial role for both families and businesses. Italian investors are becoming more aware, but critical challenges remain: complex technical language, distrust of the markets, and difficulty connecting personal goals with financial instruments.

This is where financial advisory comes into play: industry professionals act as educators and mediators, capable of translating complexity into sustainable choices aligned with clients' life plans.

The Radio 24 Digital Round Table, hosted by journalists Debora Rosciani and Mauro Meazza, will bring together advisors, financial education experts, and institutions to discuss how to build a more transparent, responsible, and people-centered savings ecosystem.

The discussion will outline concrete strategies and identify the emerging challenges for advisory in the future of investment.

2026, APRIL 02



**Debora Rosciani and Mauro Meazza hosts of
Due di denari**

IDEAS

Global Trends: Sustainability, Innovation – what are the global trends in savings choices?

Financial Language: how to make financial terminology more accessible to non-expert investors

Financial Education: the advisory role – technical translator or true ‘savings coach’

Trust and Transparency: the levers to strengthen the relationship between advisors and clients

Youth. New generations and investments: how to engage young people in financial planning

Regulation and Protection: the role and contribution of institutions for a safer market

SYNOPSIS




Taking care of mental health is increasingly a necessity. Anxiety, depression, stress, and loneliness are widespread phenomena that affect all ages and social contexts, with profound impacts on quality of life, work, and communities.

Yet, silence, fear, and stigma still surround mental health, hindering recognition and care.

The Radio 24 Digital Round Table, hosted by journalist Nicoletta Carbone, was created to give voice to experts, institutions, companies, and citizens, with the aim of fostering an open and constructive dialogue.

Together, we will explore how prevention, support, and a culture of well-being can become concrete tools for transformation, promoting a more aware, inclusive, and resilient society.

**2026 MAY, 06**

Nicoletta Carbone host of
Obiettivo Salute

IDEAS

How to overcome cultural taboos around mental health

Support tools and practices accessible to everyone

The impact of new technologies

The role of institutions in building a more inclusive welfare system

Stories and experiences that inspire change

The role of companies in promoting well-being and prevention

The contribution of the pharmaceutical sector: from research to the new frontiers of integrated care

SYNOPSIS




On the path toward a sustainable energy future, Europe faces a crucial challenge: ensuring clean, reliable, and accessible energy systems amid growing geopolitical complexity and market volatility.

The energy transition requires a shared vision and concrete collaboration between institutions, businesses, and investors to tackle issues such as decarbonization, energy security, and economic sustainability.

The Radio 24 Digital Round Table will bring together industry leaders, experts, and policymakers to analyze global energy dynamics and explore new opportunities offered by technology, innovation, and green finance.

It will be an open discussion on strategies, models, and investments to build a resilient, competitive, and future-oriented European energy system.

**2026, JUNE 10**

IDEAS



Maurizio Melis host of
Smart City

Energy transition: how to accelerate change without sacrificing competitiveness and security

Decarbonization: effective strategies and realistic timelines to achieve climate neutrality

Energy security: reducing foreign dependence and building resilience in european systems

Energy Geopolitics: new global balances and their impact on industrial decisions

Green Finance: how to direct public and private investments toward sustainable projects

Innovation and technology: the role of digitalization, ai, and hydrogen in the new energy economy

Infrastructure and networks: how to ensure stability, efficiency, and equitable access to energy

European policies: coordination, incentives, and regulation for a more integrated market

Social sustainability: ensuring clean but also affordable energy for citizens and businesses

Collaboration: building an effective dialogue between institutions, industry, and investors

HOME VALUE, FROM INVESTMENT TO SUSTAINABILITY

SYNOPSIS

NEW

A home is not just a living space—it is a true investment for the future. Today more than ever, the real estate sector intersects with key issues such as sustainability, energy efficiency, opportunities related to tax incentives for renovations and upgrades, and the need to protect property value through appropriate insurance tools.

The Radio 24 Digital Round Table, hosted by journalists Debora Rosciani and Maurizio Melis, aims to provide a comprehensive overview of housing perspectives: from purchasing to property value enhancement, including green homes and new forms of investment.

The event will be an opportunity to discuss with industry professional financial solutions, available incentives, and strategies to make a home a safe, sustainable space capable of generating long-term value

2026, JUNE 23



Debora Rosciani host
of Due di denari



Maurizio Melis
host of Smart City

IDEAS

Home as an investment: how to combine property value and quality of life

Incentives and bonuses: what tools currently support renovations and upgrades?

Home protection: policies and insurance to safeguard a family's key asset

The role of banks and financial services in supporting real estate investments and projects

Green homes: benefits, costs, and long-term prospects

Home efficiency: solutions to ensure comfort and reduce bills (home automation, solar panels, storage systems)

Sustainable living: future scenarios and nearly zero-energy buildings (NZEB)

FACTORY 5.0, THE INDUSTRY OF TOMORROW

SYNOPSIS

NEW

Factory 5.0 represents the new frontier of industrial production: a model that integrates digitalization, artificial intelligence, and sustainability, placing people at the center of processes.

Digital transformation is no longer just a competitive factor but a strategic necessity to navigate global markets, complex supply chains, and increasingly stringent environmental regulations. In this context, emerging technologies play a decisive role: key tools for data processing, intelligent automation, and information security.

The Radio 24 Digital Round Table, featuring experts, entrepreneurs, and industry analysts, will provide an overview of the current state of the art and future challenges, from energy management to the creation of new production models that combine efficiency, innovation, and social responsibility.

2026, SEPTEMBER 22



Pepe Moder host of
Radio Next

Enrico Pagliarini host
of 2024

IDEAS

Factory 5.0: updates on industry 4.0 and new opportunities for businesses

The role of Ai and innovation: how ai transforms production and decision-making processes, boosting productivity and efficiency

Digital Transformation: integrating digital technologies across all aspects of the organization

Data security and governance

Human-machine collaboration: what is the impact of technologies on skills and human capital



LONGEVITY: VIVERE MEGLIO, VIVERE A LUNGO

SYNOPSIS

NEW

The increase in life expectancy, combined with improved health conditions, is profoundly transforming societies, markets, and welfare models. It is not just about “living longer” but ensuring a high quality of life, well-being, and active participation at every stage of life.

From preventive medicine to biotechnology, inclusive housing solutions, and new financial services, the longevity economy opens up opportunities for innovation for businesses, institutions, and citizens. In this context, healthcare insurance plays a crucial role: increasingly personalized tools to protect health, complement public systems, and support people throughout their lives.

The “Longevity” Digital Round Table, moderated by journalists Debora Rosciani and Nicoletta Carbone (or Marialuisa Pezzali), will bring together experts, scientists, and economists to explore how to address ongoing demographic changes, turning the challenge of aging into a lever for sustainable and inclusive development.

2026, SEPTEMBER 30



Debora Rosciani
host of Due di denari



Nicoletta Carbone
host of Obiettivo Salute



Marialuisa Pezzali
host of Essere e avere

IDEAS

The Longevity Economy: impacts on work, consumption, and welfare

Insurance products and financial services: tools to ensure peace of mind and financial security in later life

Active aging: leveraging the experience, skills, and human capital of seniors

Prevention and lifestyles: how to promote healthy aging

Biotechnology and AI: how technologies serve health and care

New housing and urban models, removal of architectural barriers, and inclusive architecture

Generational inclusion: how to build a bridge between young people and those over 65

SYNOPSIS

The sustainability of the mandatory pension system is one of the most urgent challenges for citizens and institutions. With public benefits expected to shrink over the coming decades, supplementary pension provision is no longer a secondary option but a strategic choice to ensure stability and quality of life in the future.

The Digital Round Table, hosted by Debora Rosciani and Mauro Meazza, journalists and presenters for Radio24, brings together experts, fund managers, and institutional representatives to examine the various forms of supplementary pension schemes—from occupational funds to open funds and individual pension plans.

The discussion will explore new regulatory developments, tax incentives, and the opportunities linked to financial education, with particular focus on young people and women, the groups most at risk of receiving insufficient pensions. An opportunity to provide clarity and guide long-term decision-making.

2026, OCTOBER 08



Debora Rosciani and Mauro Meazza host of Due di denari

IDEAS

Enrollment in pension funds: why does supplementary pension provision remain a choice for few? How can it be made more accessible

Different forms of extra retirement pension provision, a wealth of options

Gender equality: reducing the pension gap between men and women through financial education and targeted policies

Digital innovation: the role of technology in making pension provision more transparent, personalized, and inclusive

Fiscal benefits: how to strengthen the advantages for those who invest in their future retirement security

SYNOPSIS



The energy transition starts in our homes. Making buildings more sustainable means reducing consumption, emissions, and costs—without sacrificing comfort. In this process, heat pumps represent a key technology: efficient, versatile, and able to integrate with renewable sources and hybrid systems.

The Digital Round Table, hosted by Maurizio Melis, journalist and presenter for Radio 24, brings together experts, industry companies, and institutional representatives to discuss the advantages and challenges of these solutions: from cost savings to the opportunities offered by incentives, from environmental impact to widespread adoption in Italian households.

The event will delve into technical aspects, regulations, and market outlooks, highlighting how home efficiency is a fundamental lever for accelerating decarbonization and improving everyday quality of life.



2026, OCTOBER 21



Maurizio Melis host of
Smart City

IDEAS

The real potential of heat pumps

Incentives and subsidies: essential levers to accelerate the transition. Tips on how to take advantage of these benefits with a view to savings and sustainability

Hybrid and integrated systems: an overview of how to combine heat pumps, photovoltaic panels, and storage systems

Environmental impact and sustainability: the role of natural refrigerants and measures to reduce the ecological footprint

Home comfort, warm or cool while consuming less. The possibility of combining heating and cooling in a single efficient solution

Industrial plants: efficiency and energy savings in large-scale facilities

SYNOPSIS

ETFs have become an integral part of the investment strategies of both individual investors and professionals. Their popularity continues to grow, thanks to a combination of transparency, competitive costs, and a wide range of offerings: from simple instruments that track broad market indices to innovative solutions focused on sectoral, bond, or sustainable themes.

This round table, hosted by Radio 24 journalists Debora Rosciani and Mauro Meazza, aims to clarify the opportunities and risks of ETFs, providing a practical look at how they work, selection strategies, and future market prospects. With the help of experts and industry operators, the discussion will explore macroeconomic scenarios, trends in financial innovation, and criteria for navigating an increasingly complex market, highlighting tools useful for the informed management of investment portfolios.

2026, NOVEMBER 11



**Debora Rosciani e Mauro Meazza hosts of
Due di denari**

IDEAS

How to choose an ETF: outlining practical criteria for evaluating costs, liquidity, and index tracking

ETFs and portfolio: diversification, risk management, and investment horizon

Innovation and thematic ETFs: the trends driving the new ETF offerings

Sustainable ETFs: exploring the opportunities and challenges of ESG investing

The role of ETFs in the current macroeconomic context: interest rates, inflation, and geopolitics

The future of asset management: ETFs versus traditional funds

SYNOPSIS

Post-inflation monetary policies, new geopolitical balances, and transformations related to energy and digital technologies are reshaping the global economic landscape.

Investors and savers face unprecedented challenges but also opportunities, from the growth of emerging markets to the consolidation of strategic sectors. One constant remains: the need for a conscious and resilient approach that can balance personal goals with long-term sustainability.

The Digital Round Table, led by journalists Debora Rosciani and Mauro Meazza, will provide an important opportunity to analyze strategic sectors together with financial operators and fund managers, aiming to offer solid and reliable tools for guidance

2026, DECEMBER 03



**Debora Rosciani and Mauro Meazza hosts of
Due di denari**

IDEAS

Evolving interest rates, new trade routes, and technological innovations

The new geopolitical balances and their implications for thematic investments and safe-haven sectors

The impact of ESG policies on investment decisions, and EU incentives and regulations

The importance of planning and diversification as tools for resilience

Financial education as a driver of customer loyalty

Artificial intelligence in investment management and financial advisory