

NEW

# CRAFTMANSHIP IN ITALY

---

1<sup>ST</sup> EDITION



NEW

# CRAFTSMANSHIP IN ITALY



15 APRIL



FLORENCE

• LIVE AND DIGITAL

On 15 April we celebrate the **National Day of Made in Italy** — a date that recalls the **creativity, excellence,** and **identity** of **our country.**

On this occasion, we invite you to participate in an event dedicated to Italian craftsmanship: a **journey through skilled hands, authentic materials,** unique processes, and stories that embody the **Italian" know-how".**

We will share experiences, we will give voice to artisans and creatives who build value, identity, and future in our country every day. Together, we will celebrate Italy that creates, produces and innovates.



## TARGET

ARTISAN COMPANIES,  
MANUFACTURING SMES, DESIGNERS,  
TRADE ASSOCIATIONS, PUBLIC  
INSTITUTIONS, ART AND DESIGN  
ACADEMIES, CHAMBERS OF  
COMMERCE



# GENDER EQUALITY

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.

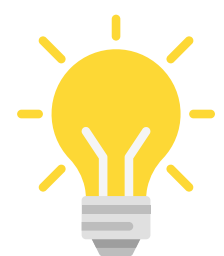
This commitment is confirmed in the design of the programmes for all our events.

25%  
FEMALE  
SPEAKERS

10%  
UNDER 50  
SPEAKERS



# CONCEPT & FORMAT

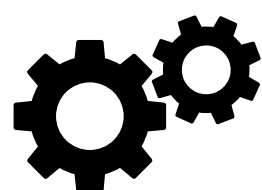


## CONCEPT

Event with a **live** audience and broadcast **live via streaming**.

Individual speeches, study presentations, round table discussions, remote or recorded speeches are alternated. **A Q&A session** may be scheduled.

---

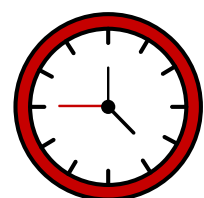


## FORMAT • LIVE AND DIGITAL

**Live & Digital Event:** participate in-person or via the platform. User registration required.

It is possible to watch the event on demand on the dedicated landing page.

---



**DURATION: 3 hours**





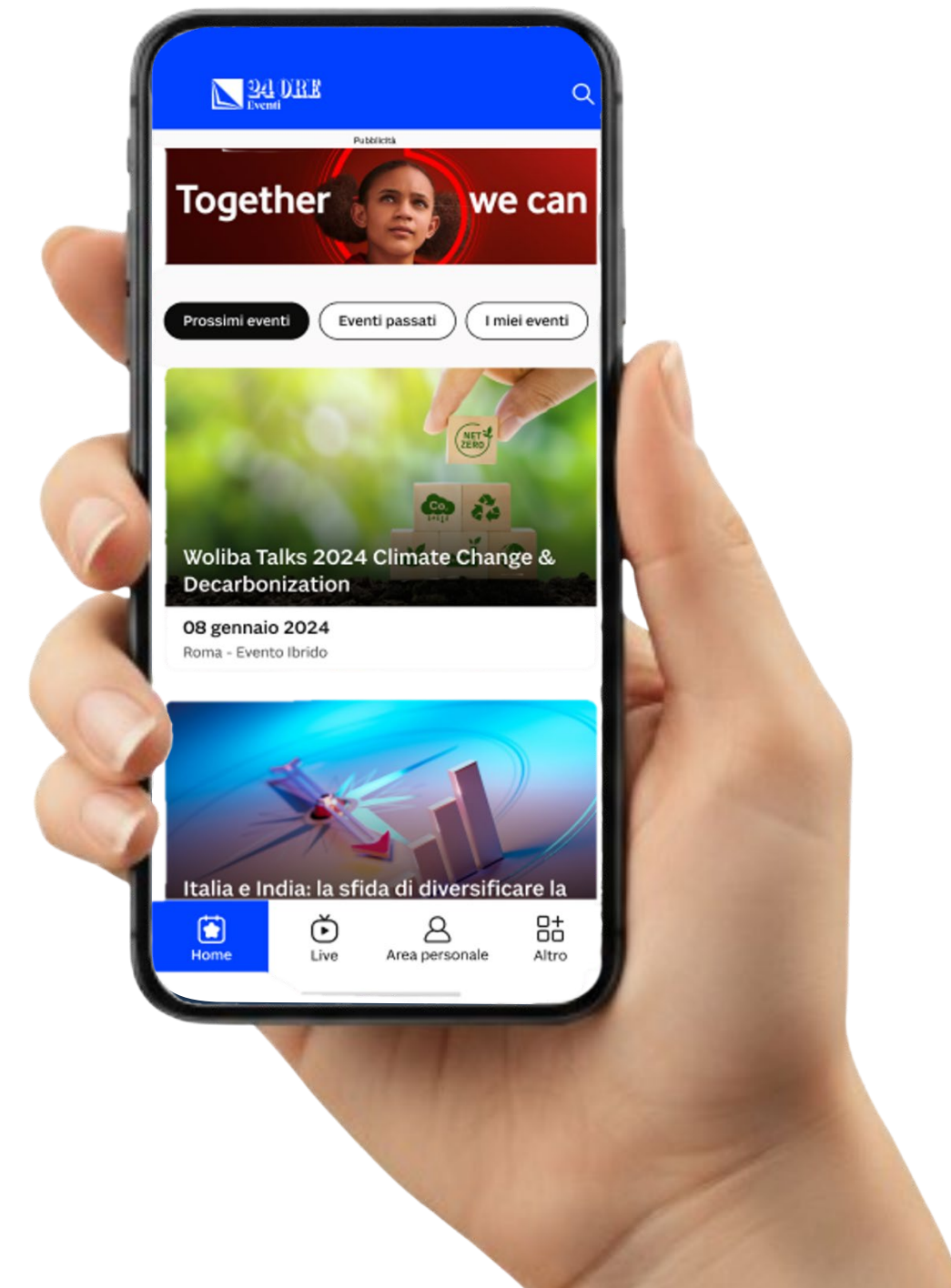
# AN INTERACTIVE EXPERIENCE

Through streaming digitisation and with a director coordinating the speeches, 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.

Added to this is the possibility of introducing **live surveys** : the audience will be able to participate in real time and answer directly through the dedicated app, making the **experience even more dynamic and engaging** .



## KEY BENEFITS

- Simultaneous connection of **thousands of users**
- Remotely connecting **speakers** wherever they are (Italy / Abroad) and inserting **Q&A sessions** (moderated chat)

# WE MAKE EVERY EVENT UNIQUE

Filming with **HD**  
cameras,  
guaranteed by  
the director



Opportunity for **interaction with both**  
**in-person and remote audiences** (e.g. polls)



Possibility to  
connect **guests**  
**remotely** via a  
platform



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



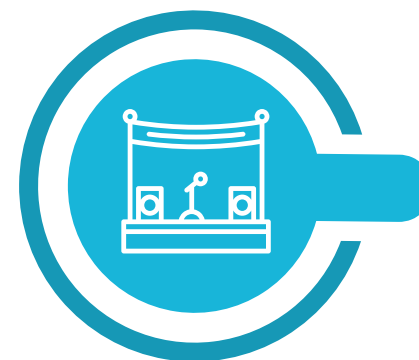
**Partner logo video**  
displayed in the waiting  
room



Opening **theme**  
song of the  
programme



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



# COMMUNICATION CAMPAIGN

## WEB & DIRECT MARKETING\*

---

Dedicated **landing page** on the website  
[24oreventi.ilsole24ore.com](http://24oreventi.ilsole24ore.com)

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

## ON SITE\*

---

Venue and entrance setup

## CAMPAGNA BANNER\*

---

**MPU box** on the website  
[www.ilsole24ore.com](http://www.ilsole24ore.com)

Box **Format (300x250)**

Duration: **1 week before the event**

## STAMPA\*

---

**2 advertisements** in Il

Sole 24 Ore

**Half-page** format (60  
modules, 312x222)

## POSIZIONI FISSE SUL .COM

---

**Box Brand Connect** ROS on the  
website [www.ilsole24ore.com](http://www.ilsole24ore.com)

**Manchette** on the homepage  
[www.ilsole24ore.com](http://www.ilsole24ore.com)



# SOCIAL MEDIA COMMUNICATION

**4 weeks** of engagement across the social media platforms of the entire network

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

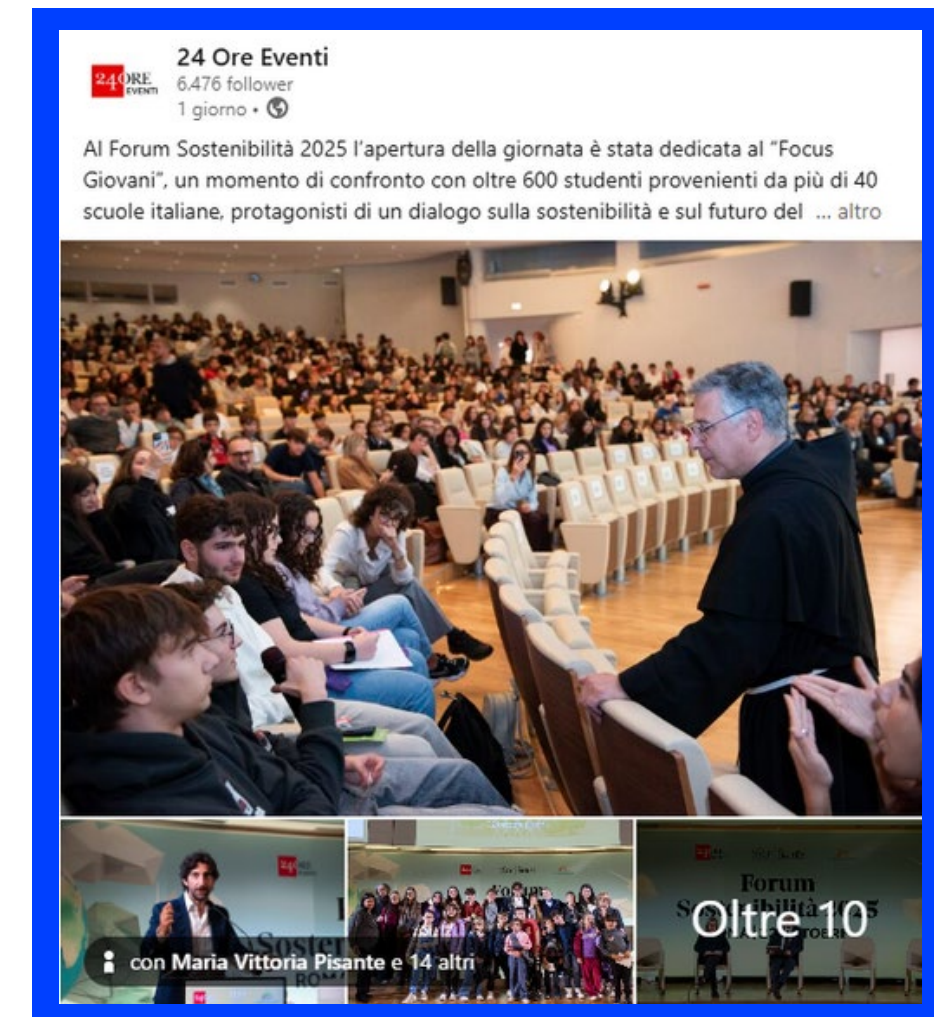
## LAUNCHES - PRE-EVENT



## THEMATIC INSIGHTS



## POST-EVENT GALLERY

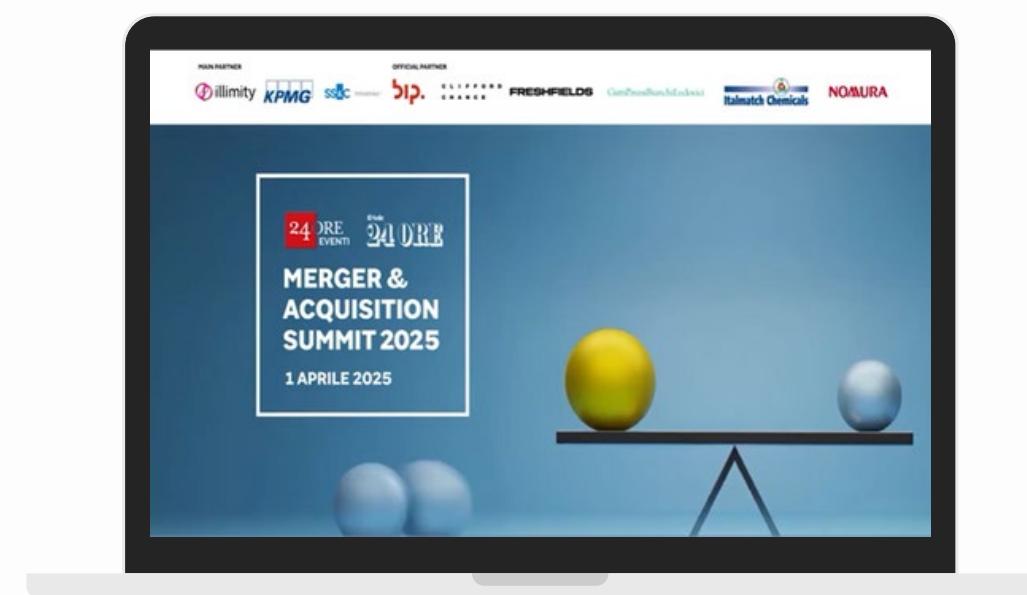




# POST-EVENT VISIBILITY/ 1

Il video integrale dell'evento sarà disponibile:

- all'interno dell'**area eventi** nella **sezione video** del sito **ilsole24ore.com**
- sulla **landing page** dell'evento sul sito **24oreventi.ilsole24ore.com**
- dentro la pagina dell'evento, nella **sezione “video e foto”** della nostra **app 24 ORE Eventi**



# POST-EVENT VISIBILITY/ 2

## THANK YOU EMAIL MARKETING

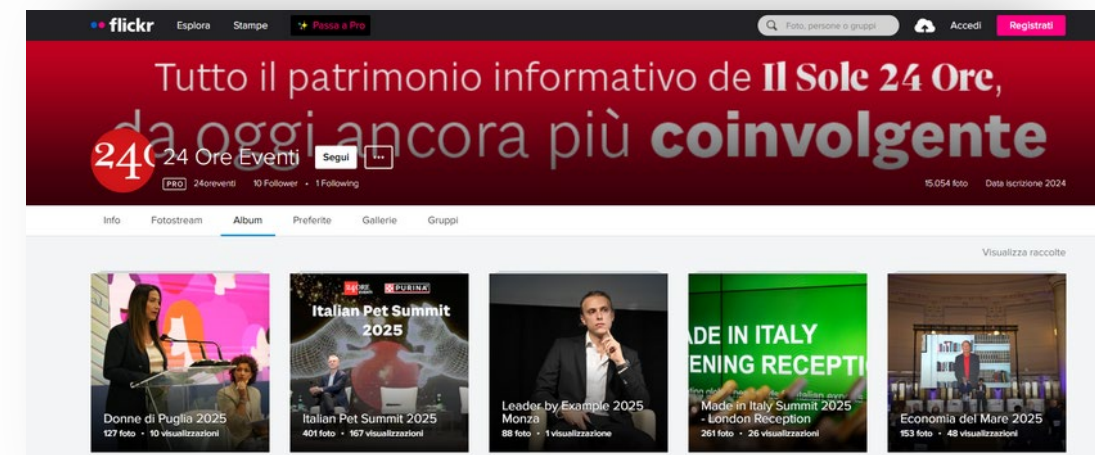


## POST-EVENT VIDEOS ON SOCIAL MEDIA PLATFORMS



## FLICKR

On the event page, in the “**videos and images**” section , the link to the Flickr platform with all the photos will be available.





# VIDEO INTERVIEWS

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

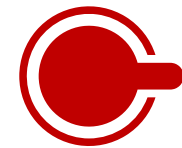
Each video interview will last **2 to 3 minutes** and, in addition to being sent to the client to share on their own channels, it will be:

- Published on **the sole24ore.com website** in the Radiocor section, at the discretion of the Editorial Team
- Re-launched on the Il Sole 24 ORE Radiocor **LinkedIn** profile (160,000 followers)
- Published on the **24 ORE Eventi website**



# MAIN PARTNER

## CREATION OF AN AD HOC SESSION



### SPEECHES

ad hoc focus by a representative of the partner + 2 case history representatives from client companies



### TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)



### INFORMATION MATERIAL

download of partner material from the event landing page

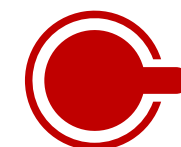


### LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

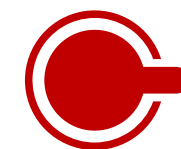
## INVESTMENT REQUIRED

€36,000 net with video interview  
€30,000 net without video interview



### PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



### LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



# MAIN PARTNER

## ONE TO ONE SESSION



### SPEECHES

one-to-one session by a partner representative



### TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)



### INFORMATION MATERIAL

download of partner material from the event landing page



### LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

## INVESTMENT REQUIRED

€31,000 net with video interview  
€25,000 net without video interview



### PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



### LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

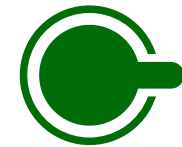
# OFFICIAL PARTNER

## SPEECH AS PART OF A ROUNDTABLE DISCUSSION



### SPEECHES

speech in a roundtable discussion on agreed-upon topics



### TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)



### INFORMATION MATERIAL

download of partner material from the event landing page

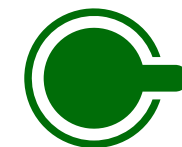


### LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

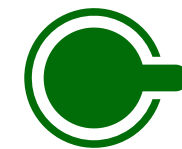
### INVESTMENT REQUIRED

€21,000 net with video interview  
€15,000 net without video interview



### PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



### LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



# EVENT PARTNER

## VISIBILITY ON EVENT COMMUNICATION

**INVESTMENT REQUIRED**  
€12,000 net with video interview



### PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



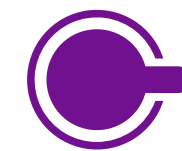
### LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



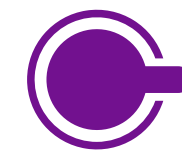
### INFORMATION MATERIAL

download of partner material from the event landing page



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



### LEAD GENERATION

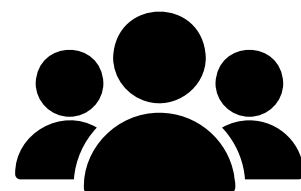
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

# KEY PERFORMANCE INDICATORS



## SUBSCRIBERS

Number of users subscribed at the event



## PARTECIPANTS

Number of **users connected** during the event



## LEADS

File containing the **leads** that gave consent to the transfer of data to the event partner