

CREDIT MANAGEMENT SUMMIT 2026

3[^] EDITION



CREDIT MANAGEMENT SUMMIT



18 JUNE



MILAN

• LIVE AND DIGITAL



TARGET

BANKING/FINANCIAL INSTITUTIONS,
BANKS, AND PRIVATE EQUITY FUNDS,
CONSULTING FIRMS, PROFESSIONAL
FIRMS, DEBT RECOVERY MANAGERS,
HEADS OF PORTFOLIO,
HEADS OF RESTRUCTURING,
HEADS OF REAL ESTATE

2025 EDITION

REGISTERED USERS: 832

ATTENDEES: OVER 1,100*

*also broadcast on the homepage of
ilsole24ore.com

3rd edition of the **Credit Management Summit** event by **Il Sole 24 Ore** whose main objective is to analyse the most effective strategies to face the challenges related to **non-performing loans**, exploring innovative solutions in the fields of **recovery**, **securitisation** and **risk management**.

An unmissable opportunity for **in-depth discussion and exchange between banks, investors, servicers, companies, and institutions** involved in the **management of NPLs** and the valorisation of financial assets. The summit will offer an updated view on the evolution of the **secondary market** and provide food for thought to understand how **non-performing credit** can transform **from a critical issue into an investment leverage**.

ED. 2025 THE NUMBERS

16

SPEAKERS

7

SPONSORS

832

REGISTERED
USERS

1,100

PARTECIPANTS



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.

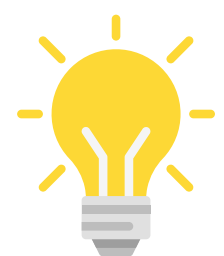
This commitment is confirmed in the design of the programmes for all our events.

25%
FEMALE
SPEAKERS

10%
UNDER 50
SPEAKERS



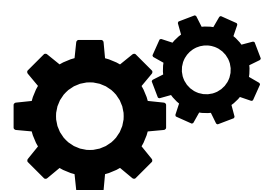
CONCEPT & FORMAT



CONCEPT

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

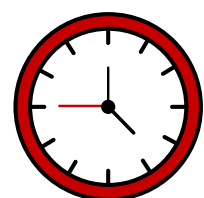
Individual speeches, study presentations, round table discussions, remote or recorded speeches are alternated. **A Q&A session** may be scheduled.



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



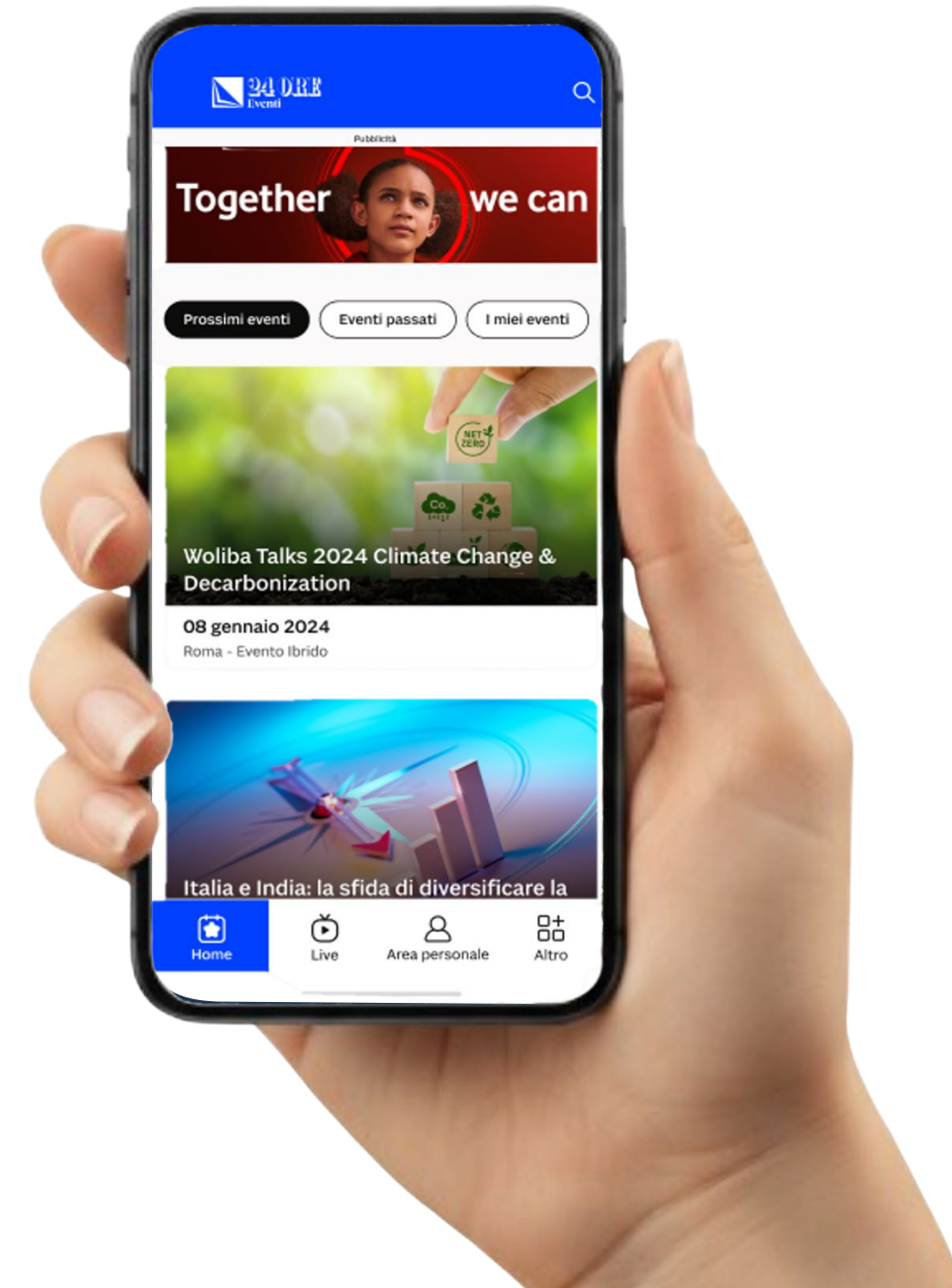
AN INTERACTIVE EXPERIENCE

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



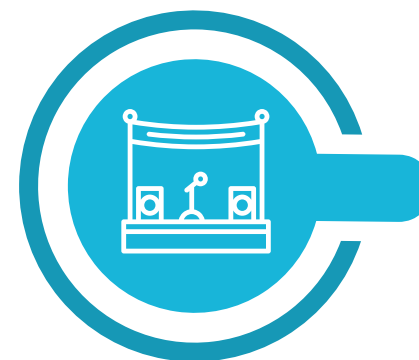
Opening **theme**
song of the
programme



Partner logo video
displayed in the waiting
room



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



COMMUNICATION CAMPAIGN

WEB & DIRECT MARKETING*

Dedicated **landing page** on the website
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

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

Manchette on the homepage
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



ED. 2025 EDITORI AL FOOTAGE



Credit management, summit il 18 giugno

Eventi Sole 24 Ore

Top manager, vigilanza e protagonisti a confronto sulle prospettive del settore

Il Sole 24 Ore promuove una mattinata di approfondimento dedicata all'industria del Credit management e alla sua evoluzione in Italia e in Europa. L'appuntamento per il Credit Management Summit è per mercoledì 18 giugno 2025, dalle ore 9.30 alle 13, presso l'Auditorium del Sole 24 Ore in Viale Sarca 223, a Milano.

L'evento, in presenza e online, si aprirà con il saluto del direttore del Sole 24 Ore, Fabio Tamburini, e proseguirà con una serie di interventi istituzionali di altissimo livello. Sharon Donnery, membro del Consiglio di Sorveglianza della Bce offrirà la visione di Francoforte sul tema degli Npe e sul ruolo della vigilanza europea. A seguire, Stefano Cappiello, Capo della Direzione Regolamentazione e Vigilanza del Sistema Finanziario del Mef, analizzerà il quadro normativo italiano e le principali direttrici evolutive. A chiudere la parte istituzionale sarà Giorgio Donato, Responsabile del Servizio Supervisione Bancaria 1 della Banca d'Italia, che illustrerà il punto di vista della vigilanza nazionale sullo stato del mercato e sulle sue prospettive.

Ampio spazio sarà dedicato alla riflessione con i protagonisti della scena bancaria italiana e del mondo del credit servicing. Gianni Franco Papa, ceo di Bper, dialogherà sul tema del credito e sul ruolo delle banche in uno scenario in profonda trasformazione. Il confronto proseguirà poi con una tavola rotonda dedicata all'evoluzione del credit management, alla quale parteciperanno alcuni tra i principali attori del settore. Interverranno Mirko Briozzo, a.d. di Gardant e Country Manager Italia di doValuc, Enrico Rizzo, a.d. di Intrum Italia, Katia Mariotti, Condirettore Generale di Amco, Gianluca Fanti, Partner Global Financial Markets di Clifford Chance. Nel corso della mattinata si alterneranno anche altri contributi di rilievo dal mondo del mercato e della consulenza. Dario Maria Spoto (Kpmg) aprirà il quadro con un'analisi sulle dinamiche del mercato degli Npe. Umberto Paolo Moretti (illimity) porterà l'attenzione sul tema delle nuove asset class emergenti nella credit industry. Un approfondimento sarà poi dedicato all'evoluzione delle cartolarizzazioni, con gli interventi di Elisabetta Bernardini (Intesa Sanpaolo), Stefano Chiarlone (UniCredit) e Biagio Giacalone (Crc). Infine, Angela Petrosillo, Partner di Lca Studio Legale, interverrà sul tema dell'impatto delle nuove normative europee sulla gestione del credit management.

L'evento rappresenta un'opportunità unica di confronto tra istituzioni, banche, investitori e operatori professionali, in un momento cruciale per il sistema del credito italiano. Un'occasione per fare il punto sul presente e riflettere insieme sulle prospettive future di un settore strategico per l'economia del Paese.

—R. FI.

© RIPRODUZIONE RISERVATA

ED. 2025 THE PARTNERS

A cura di:



Main partner:



Official partner:



Event partner:



POST-EVENT VISIBILITY / 1

The full video of the event will be available:

- within the **events area** in the video section on the website ilsole24ore.com
- on the event landing page on the website 24oreeventi.ilsole24ore.com
- inside the event page, in the **'videos and photos' section** of our **24 ORE Eventi app**



POST-EVENT VISIBILITY / 2

THANK YOU EMAIL MARKETING

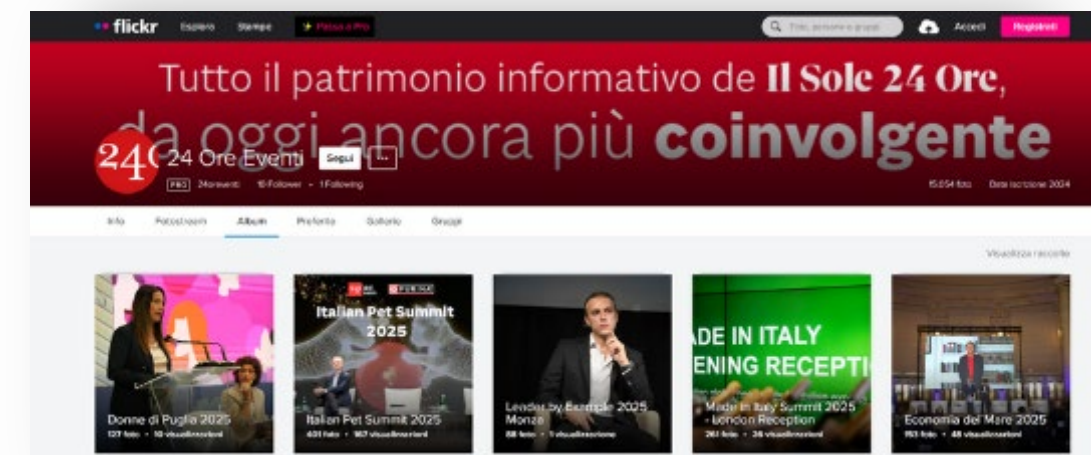


POST-EVENT VIDEOS ON SOCIAL MEDIA PLATFORMS



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



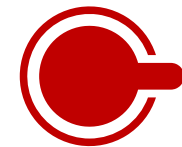
SPEECHES

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



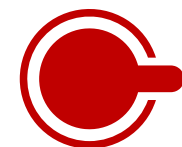
TICKER

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

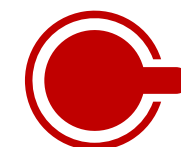


LEAD GENERATION

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

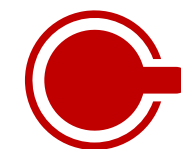
INVESTMENT REQUIRED

€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

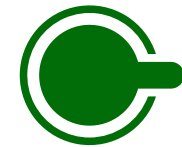
OFFICIAL PARTNER

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

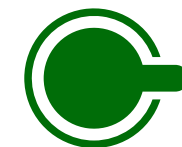


LEAD GENERATION

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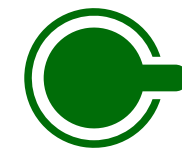
INVESTMENT REQUIRED

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



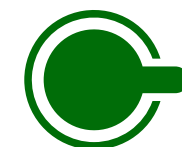
PROMOTIONAL VIDEO

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



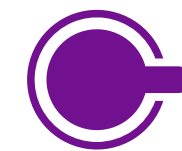
LOGO VISIBILITY

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



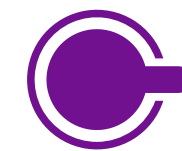
INFORMATION MATERIAL

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

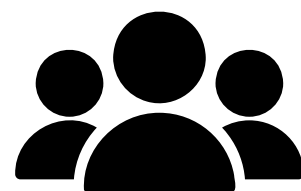
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

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