



MEETING WITH SAVINGS  
DIGITAL ROUND TABLE - **MARCH 18, 2025**

# MEETING WITH SAVINGS DIGITAL ROUND TABLE

Radio 24 is organising on 18 March 2025, a digital streaming round table dedicated to savings and financial education. The event will be moderated by Debora Rosciani and Mauro Meazza, journalists and hosts of the successful Radio 24 programme Due di Denari, together with guests and experts who regularly speak on the programme.

The event, characterized by a strong editorial focus and the distinctive rhythm of radio hosting, will be the result of cooperation and shared effort between Radio 24 and the partners of the initiative, as well as the identification of the content to be addressed during the discussions.

## FORMAT

- **Duration:** 03.00 pm – 05.00 pm
- **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.





# MEETINGS WITH SAVINGS DIGITAL ROUND TABLE

## Financial Education: tools and strategies for a more informed saver

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.

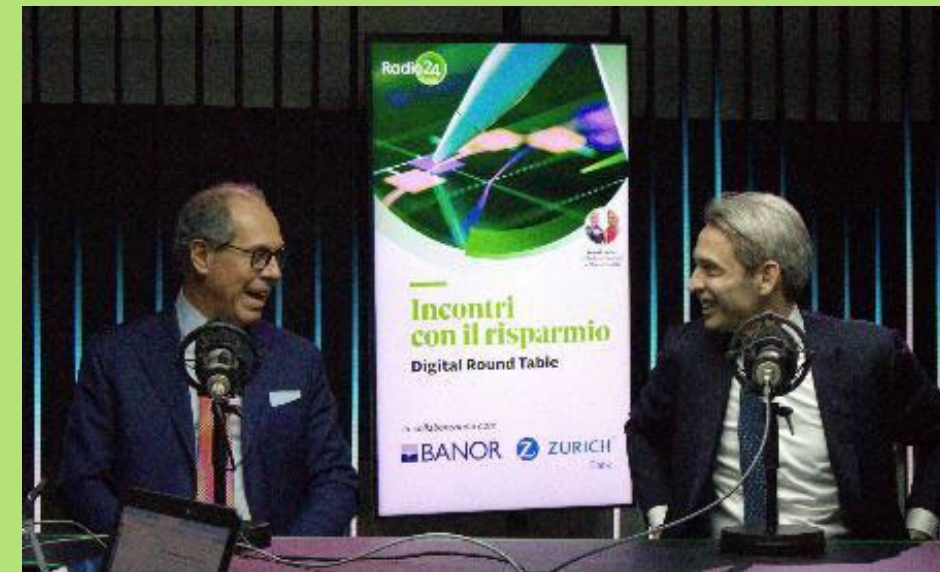


# RADIO 24 STUDIOS

## Digital Round Table entering the studios of Radio 24

Starting from 2023, Digital Round Tables become a privileged access for listeners and guests who have the opportunity to attend and participate the digital events in the studios where Radio 24 broadcasts its programs.

An added value to the experience of the Digital Round Tables able to involve even more the listeners and give the guests the opportunity to experience firsthand the world of Radio 24.





## COMMUNICATION ON RADIO 24

To inform all listeners about the event and invite them to register for participation, a co-branded promo campaign will air starting two weeks prior to the event, aimed at generating maximum interest from the radio audience.

There will be **5\* co-branded promos per day, 30 seconds each, rotating from 6:00 AM to 12:00 AM.**

Each day, for 14 days, each partner will be mentioned in 5 co-branded promos, for a total of 70 co-branded promos.

The co-branded promos will highlight the collaboration between Radio 24 and the partners participating in the initiative. Additionally, the digital event will be mentioned on-air during Radio 24 programs that are relevant to the topics covered.

\* In the event of 4 sponsors being present, the daily schedule will include 5 co-branded promo slots for each client. Two versions will be scheduled, with each version featuring 2 sponsors at a time, rotating throughout the day



# RADIO24.IT

Radio 24 listeners will be able to find all the information to register on radio24.it website, in the **Events** section.

The event page will be online starting two weeks prior to the event, simultaneous with the on-air communication, and will provide all the details for participation, guests, speakers, and the topics discussed.

The Digital Round Table streaming will then be available starting from the days following the event on radio24.it and on Stream24.



## LIVE DRT ON RADIO 24 +1

In addition to radio24.it, the live broadcast of the Digital Round Table can be followed on air by listeners on **Radio 24 + 1**.

Research on the topic shows that Italians love listening to digital radio. Today, there are approximately 13 million DAB+ receivers in the homes and cars of Italians, and this number is continuously growing. DAB+ is an increasingly familiar radio listening experience, an efficient and highly appreciated service. The DAB+ digital radio transmission system also ensures excellent sound quality.



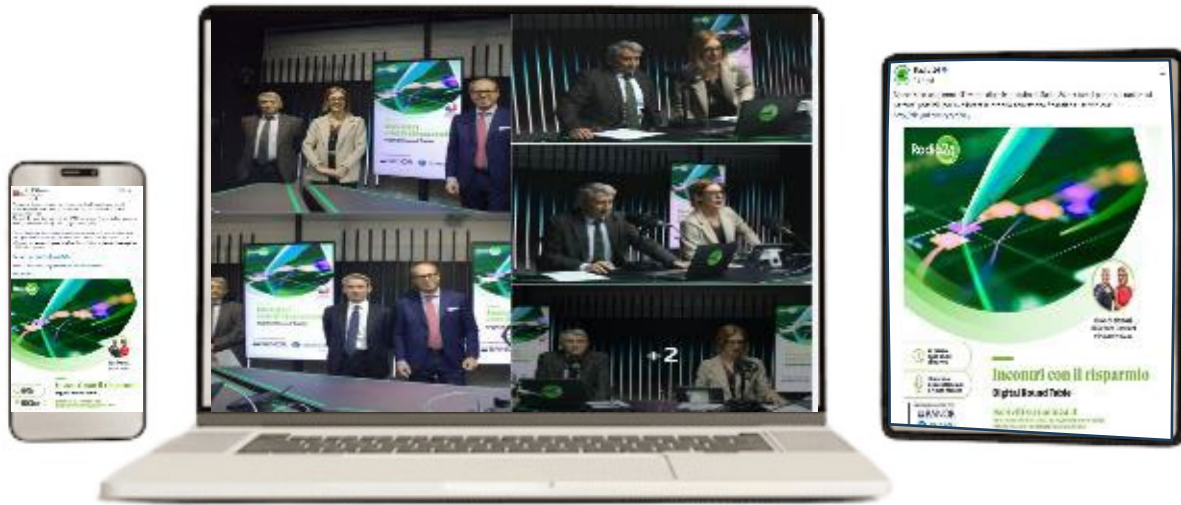


# SOCIAL CAMPAIGN — AMPLIFY AND ORGANIC

A **social amplify campaign** is planned on **IG and FB** to support the event, with the sponsor's logo included in the creative materials. Starting in 2024, to improve the effectiveness of ads on Meta, **the campaign will feature two types of creative content**: a static image and a teaser video for the event, both displaying the partner logos.

The Digital Round Table will also be covered through organic social media content on Radio 24's channels before and after the event, including Facebook, X, Instagram, and the new LinkedIn channel.

The post-event video will include the partner logos in the creative and clips from the backstage and live sessions with the speakers.



Exemple

MEDIA IMPRESSIONS: 2.166.366

MEDIA CLICK: 15.755





# DIGITAL CAMPAIGN

As a complement to the supporting communication, a multi-format campaign is planned in the weeks leading up to the Digital Round Table, with digital rotation on ISole24ore.com.



# PRESS RELEASES ON IL SOLE 24 ORE

Alongside the radio campaign, two press releases will be published in the two weeks leading up to the digital event in Il Sole 24 Ore, highlighting the partnership with the Client (logo inclusion).

Two pages in different formats  
(Full page, half page, or quarter page)



## Exemple





# DIRECT EMAIL MARKETING

In support of the radio campaign and the daily newspaper, **3 targeted emails (DEM)** will be sent to the Il Sole 24 Ore and Radio 24 databases.

These emails will aim to inform the target audience about the date of the Digital Round Table and direct them to the Radio 24 website for registration. The DEM will highlight the partnership with the Client (logo inclusion) and the speakers.

At the end of the event, the Client Partner will receive a list of users who, during the registration process, consented to third-party privacy terms.



## Exemple

Se non visualizzi correttamente questa mail, per favore [clicca qui](#)

**Radio24**

**Due di denari**  
di Debora Rosclani  
e Mauro Meazza

**Incontri  
con il risparmio**

**Digital Round Table**

12 marzo  
dalle 15.00  
alle 17.00

Moderano:  
Debora Rosclani  
e Mauro Meazza

Inflazione, tassi, mutui, polizze, acquisti a rate: l'economia e la finanza si occupano continuamente di noi, in ogni momento della giornata. Ma noi, quanto ci occupiamo di loro? Quanto sappiamo di meccanismi che condizionano e governano le nostre decisioni? È indispensabile possedere un corredo di informazioni capace di guidarci nelle scelte quotidiane così come nei passaggi più critici: quando scegliamo un investimento, quando acquistiamo una casa, progettiamo gli studi dei figli o la nostra futura pensione. Debora Rosclani e Mauro Meazza interrogano esperti e professionisti del risparmio per fare il punto sui ruoli e sui percorsi possibili per provare a migliorare l'educazione finanziaria di tutti.

**RELATORI**

Giovanna Paladino  
Diretrice e curatrice Museo del Risparmio

Luca Riboldi  
Direttore investimenti Banor

Silvio Ruggiu  
Direttore Generale Zurich Bank

Partecipa alla diretta dal tuo pc, smartphone o tablet.  
Martedì 12 marzo dalle 15:00 alle 17:00

**ISCRIVITI**

IN COLLABORAZIONE CON

**BANOR** **ZURICH**  
Bank

# DAILY MEDIA

In the two weeks leading up to the digital event, two releases will also be scheduled on the Dailymedia publication.

Exemple



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di Debora Rosciani  
e Mauro Meazza

**12 marzo**  
dalle 15.00  
alle 17.00

**Moderano:**  
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**Incontri  
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**Digital Round Table**

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**Iscriviti su radio24.it**  
e partecipa alla diretta dal tuo pc, smartphone o tablet.  
Per informazioni iniziative@radio24.it

IN COLLABORAZIONE CON

**BANOR** **ZURICH**  
Bank





# ECONOMICS

## **COMMUNICATION ON RADIO 24**

- / Mention of the partnership in the co-brand promos broadcast in the 2 weeks prior to the event (5 per day for 14 days for a total of 70 Citations)

## **INTERNET PAGE ON RADIO24.IT**

- / Mention of the partnership with the sponsor's logo in the section dedicated to the event, from which it is possible to register to participate

## **LIVE DIGITAL ROUND TABLE ON RADIO 24+1**

## **SPEECH FROM A SPEAKER NOTED BY THE PARTNER**

## **CUSTOMIZATION OF RADIO 24 STUDIOS**

## **PRESS ADV**

- / Explanation of the partnership with the sponsors' logo on the promotion page of the digital round table (2 issues in different formats on Il Sole 24 Ore)

## **DEM**

- / 4 Dems to the Sole 24 Ore database with sponsors' logos

## **DIGITAL and SOCIAL COMMUNICATION CAMPAIGN**

- / Inclusion of the partner logo in the creatives planned and distributed in digital rotation on Sole24Ore.com and in the social amplify campaign (with two creatives: static image and teaser video) to support the event.

## **DAILY MEDIA**

- / Explanation of the partnership with the sponsors' logo (2 issues)

## **USER DATA**

Transfer to the Customer of the data of users who have registered to participate in the event and who have given their consent to privacy