



MORTGAGE TODAY, YOUNG AND GREEN
DIGITAL ROUND TABLE - **MAY 14, 2025**



MORTGAGE TODAY, YOUNG AND GREEN DIGITAL ROUND TABLE

Radio 24 is organizing a digital round table in streaming on **May 14, 2025**, focused on mortgages. The event will be moderated by Debora Rosciani and Mauro Meazza, journalists and hosts of the popular Radio 24 program Due di Denari, along with guests and experts who regularly contribute to the program.

The event, characterized by a strong editorial focus and the distinctive rhythm of radio hosting, will result from a collaborative effort between Radio 24 and the initiative's partners, as well as the identification of the content to be addressed during the discussions. Topics will range from the differences between fixed and variable rates, to incentives offered by public and private entities, to opportunities in real estate investment.

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.



MORTGAGE TODAY, YOUNG AND GREEN DIGITAL ROUND TABLE

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.



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.

The screenshot shows the Radio 24 website interface for the event 'La pensione in più'. At the top, the Radio 24 logo is on the left and an 'Accedi' button is on the right. The main header features the event title 'La pensione in più' in large white font, followed by 'Digital Round Table' and 'Con la moderazione di Debora Rosciani e Mauro Meazza'. Below this is a digital round table timer showing '9 Ottobre 2024' and '15:00 - 17:00'. A countdown timer displays '6' days, '22' hours, '40' minutes, and '2' seconds. A green 'REGISTRATI QUI' button is prominent, with subtext: 'Per partecipare al live streaming Oppure [accedi](#) se sei già registrato all'evento'. Below the button, it says 'Con la moderazione di Debora Rosciani e Mauro Meazza'. The 'L'evento' section contains a paragraph of text about pension trends in Italy. The 'Relatori' section lists three speakers: Simone Bini Smaghi (Vice Direttore Generale di Arca Fondi SGR), Andrea Carbone (Idatore sml/economy), and Mauro Marè (Presidente di Mefop). Below them is Nadia Vavasori (Responsabile fondi pensione aperti di Amundi SGR). At the bottom, it lists 'In collaborazione con:' with logos for Amundi and ARCA, and 'Un evento di:' with the Radio 24 logo.

This is a desktop monitor displaying the event page. The header includes 'Iniziative Speciali' and 'Radio 24 Due di denari di Debora Rosciani e Mauro Meazza'. It shows the event date '09 ottobre dalle 15.00 alle 17.00' and moderators 'Moderano Debora Rosciani e Mauro Meazza'. A call to action says 'Iscriviti su radio24.it e partecipa alla diretta dal tuo pc, smartphone o tablet. Per informazioni iniziative speciali@radio24.it'. Logos for Amundi and ARCA are visible. The event title 'La pensione in più - Digital Round Table' and date '9 ottobre 2024 dalle 15.00 alle 17.00' are at the bottom.

This is a tablet displaying the event page. The header shows 'Video La pensione in più - Digital Round Table'. The main content area features the event title 'La pensione in più' and 'Digital Round Table Con Debora Rosciani e Mauro Meazza'. Below this is a video player with the title 'La pensione in più - Digital Round Table' and date '11 ottobre 2024'. The moderators are listed as 'Moderatori: Debora Rosciani e Mauro Meazza'. A paragraph of text is visible at the bottom, starting with 'I dati dicono che le adesioni alle forme di previdenza complementare in Italia stanno crescendo...'



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.

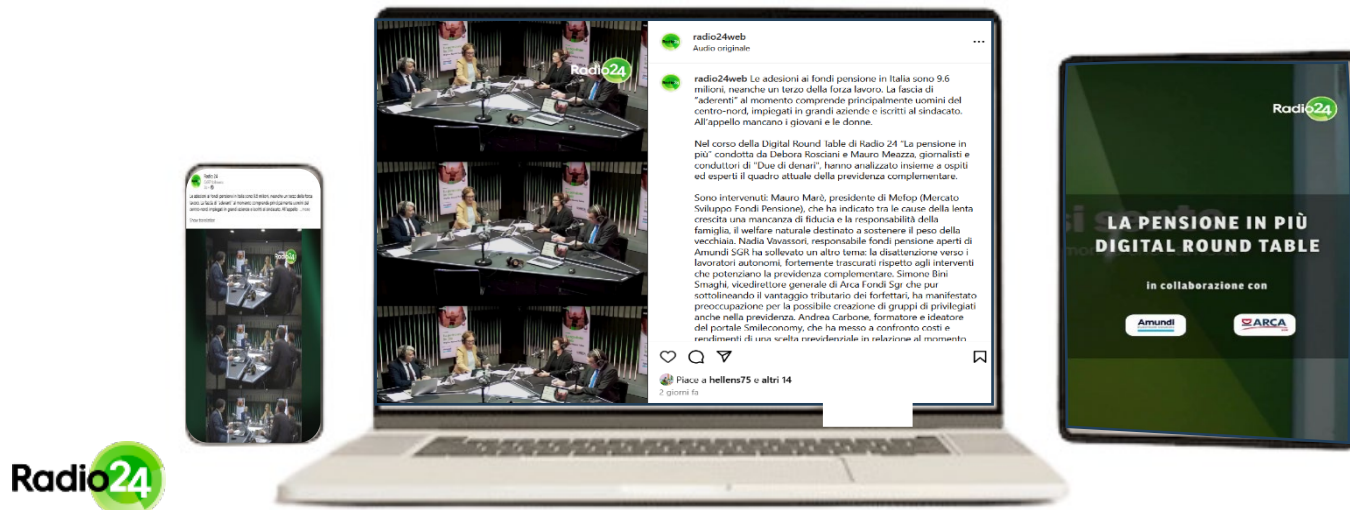
The Digital Round Table will also be covered through organic social media content on Radio 24's channels before and after the event, including Facebook, X, Instagram, and the new LinkedIn channel.

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: 913.653

MEDIA CLICK: 16.052



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 IlSole24ore.com.

IlSole 24 ORE
Italia Mondo Economia Finanza Mercati Finanza Personale Norme & Tributi Altre ▾

Video Foto Podcast Lab24 24+ Radio24 Radiocor 24 ORE EVENTI 24 ORE PROFESSIONALE Sole24 ORE Formazione

Radio24
La pensione in più
Digital Round Table

09 ottobre dalle 15.00 alle 17.00
Moderano: Debora Rosciani e Mauro Meazza
Due di denari di Debora Rosciani e Mauro Meazza

IN COLLABORAZIONE CON Amundi ARCA
Iscriviti su radio24.it e partecipa alla diretta dal tuo pc, smartphone o tablet. Per informazioni iniziativespeciali@radio24.it

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Radio24
La pensione in più
Digital Round Table

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09 ottobre dalle 15.00 alle 17.00
Moderano: Debora Rosciani e Mauro Meazza

IN COLLABORAZIONE CON Amundi ARCA

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



Radio24

La pensione in più Digital Round Table

19 ottobre dalle 15.00 alle 17.00

Moderano: Debora Rosciani e Mauro Meazza

Due di denaro di Debora Rosciani e Mauro Meazza

Il panorama economico e le sfide demografiche, aumenta l'importanza delle forme di previdenza complementare. Quali strumenti sono a disposizione dei risparmiatori? Che strategie si possono attuare per tutelare il proprio tenore di vita? Come difendere la cultura previdenziale tra i cittadini? A queste e tante altre domande rispondono gli esperti e i professionisti ospiti di Debora Rosciani e Mauro Meazza, giornalisti e conduttori del programma Due di Denari di Radio 24.

Iscriviti su radio24.it

Partecipa alla diretta del tuo programma o a tutte le dirette di Radio 24.

Amundi ARCA



Radio24

La pensione in più Digital Round Table

19 ottobre dalle 15.00 alle 17.00

Moderano: Debora Rosciani e Mauro Meazza

Due di denaro di Debora Rosciani e Mauro Meazza

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Amundi ARCA



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](#)

Radio 24

Due di denari
di Debora Rosciani
e Mauro Meazza

**La pensione
in più**

Digital Round Table

09 ottobre
dalle 15.00
alle 17.00

Moderano:
Debora Rosciani
e Mauro Meazza

Nel panorama pensionistico pubblico, sotto stress per il contesto economico e le sfide demografiche, aumenta l'importanza delle forme di previdenza complementare. Quali strumenti sono a disposizione dei risparmiatori? Che strategie si possono attuare per tutelare il proprio tenore di vita? Come diffondere la cultura previdenziale tra i cittadini? A queste e tante altre domande rispondono gli esperti e i professionisti ospiti di Debora Rosciani e Mauro Meazza, giornalisti e conduttori del programma Due di Denari di Radio 24.

RELATORI

Simone Bini Smaghi
Vice Direttore Generale di Arca Fondi SGR

Andrea Carbone
Ideatore smileconomy

Mauro Marè
Presidente di Mefop

Nadia Vavassori
Responsabile fondi pensione aperti di Amundi SGR

Partecipa alla diretta dal tuo pc, smartphone o tablet.
Mercoledì 9 ottobre dalle 15:00 alle 17:00

ISCRIVITI

IN COLLABORAZIONE CON

Amundi
Investment Solutions

ARCA
SGR

DAILY MEDIA

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



Esempio



Due di denari
di Debora Rosciani
e Mauro Meazza

 **09 ottobre**
dalle **15.00**
alle **17.00**

 **Moderano:**
Debora Rosciani
e Mauro Meazza

La pensione in più

Digital Round Table

Nel panorama pensionistico pubblico, sotto stress per il contesto economico e le sfide demografiche, aumenta l'importanza delle forme di previdenza complementare. Quali strumenti sono a disposizione dei risparmiatori? Che strategie si possono attuare per tutelare il proprio tenore di vita? Come diffondere la cultura previdenziale tra i cittadini? A queste e tante altre domande rispondono gli esperti e i professionisti ospiti di Debora Rosciani e Mauro Meazza, giornalisti e conduttori del programma Due di Denari di Radio 24.

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Per informazioni iniziativespeciali@radio24.it

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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