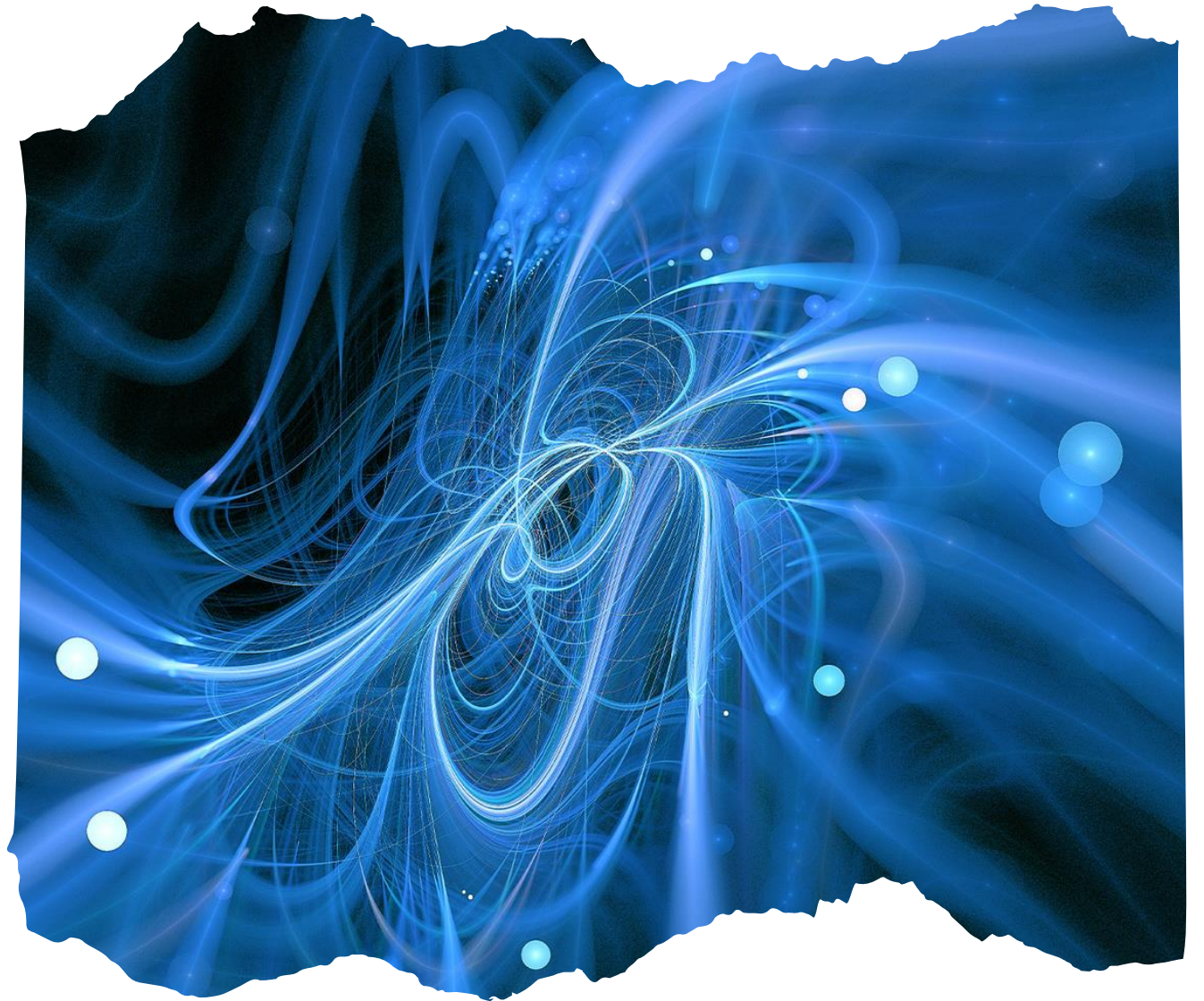


# HEALTHCARE SUMMIT 2025

**14th Edition**





# HEALTHCARE SUMMIT



27 NOVEMBER 2025



ROME

• LIVE AND DIGITAL

## TARGET

MEDICAL AND FUNCTION  
DIRECTORS,  
GENERAL MANAGERS,  
SALES AND MARKETING DIRECTORS,  
TOP  
MANAGERS, ENTREPRENEURS,  
BUSINESS DEVELOPMENT  
MANAGERS

A **highly institutional** and strategic event for the Italian healthcare world.

A point of reference in Italy for representatives of the **health and pharmaceutical sector** and the institutions.

**Open challenges between Manoeuvre and National Recovery and Resilience Plan, artificial intelligence and digitalisation,** health and the new frontiers of prevention will be some of the topics addressed during the Summit through major interviews, round tables and highlights between market leaders and leading Italian and international experts.

# GENDER EQUALITY

**25%**  
*FEMALE  
SPEAKERS*

**10%**  
*SPEAKERS  
UNDER 50*

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.





# 2024 EDITION THE NUMBERS

24ORE  
EVENTI

24ORE

## HEALTH HCARE Summit 2024



**30**

FEMALE  
AND MALE  
SPEAKERS

**13**

SPONSORS

**994**

REGISTERED  
USERS

**1.700**

PARTECIPANTS

## CONCEPT

Event with an audience in **attendance** and broadcast in **livestreaming**.

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

## FORMAT

• LIVE AND DIGITAL

**Live & Digital Event:** in-person or platform-based use. User registration required.

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

## DURATION

about **3 hours**



# CONCEPT & FORMAT

# AN INTERACTIVE EXPERIENCE

Through digitised streaming and with a director coordinating the interventions, 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.

## KEY BENEFITS

Connection of **thousands of users** at the same time (\*)

Connecting **speakers remotely** wherever they are (Italy / Abroad) and inserting **Q&A sessions** (moderated chat)

Possible launch of **surveys**





# WE MAKE EVERY EVENT UNIQUE

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

- Director-guaranteed filming with **HD cameras**

- Program opening **theme song**

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

- Possibility to connect **guests remotely**, via platform

- Possibility to add **animated content** (slides/videos) to each speaker's speech



# HOW WE COMMUNICATE IT

## \* PRINT

2 **advertisements** in Il Sole 24 Ore  
**Half page** format (60 forms,  
312x222)

## \* BANNER CAMPAIGN

**MPU box** on the website  
[www.ilsole24ore.com](http://www.ilsole24ore.com)  
**Box** format (300x250)  
Duration: **1 week before the event**

## \* WEB & DIRECT MARKETING

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

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

## \* ON SITE

- **Room fittings**
- **Scenography**
- **Theme song**

\* **materials in which the logo is to be visible**

## SOCIAL MEDIA

**4 weeks** of communication on the social  
channels of the entire network

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

## FIXED POSITIONS ON THE.COM

- **Manchette** homepage  
[www.ilsole24ore.com](http://www.ilsole24ore.com)
- **Box Brand Connect** ROS at  
[www.ilsole24ore.com](http://www.ilsole24ore.com)



# 2024 EDITION COMMUNICATION

DEM

**HEALTH CARE Summit 2024**

21 NOVEMBRE | 09:00

GRAND HOTEL ST. CARLO

VIALE ROSSINI 242 - TORINO

11, per la ricerca di farmaci la crescita globale attesa è del 27% anno fino al 2032

Il grafico mostra la crescita globale attesa della ricerca di farmaci dal 2023 al 2032. L'asse X rappresenta gli anni (2023-2032) e l'asse Y rappresenta la crescita percentuale (0-30%). La crescita è stimata a 27% all'anno.

**SPONSORI**

Alloggiamento: **Grand Hotel St. Carlo**

Partner: **Alloggiamento: Grand Hotel St. Carlo**

**SPONSORI**

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**SPONSORI**

Alloggiamento: **Grand Hotel St. Carlo**

Partner: **Alloggiamento: Grand Hotel St. Carlo**

Half page ADV

**24ORE EVENTI**

**21 NOVEMBRE | 09:00**

GRAND HOTEL ST. CARLO

VIALE ROSSINI 242 - TORINO

Evento di riferimento per il fronte della sanità italiana e per il mondo degli imprenditori del nuovo settore farmaceutico e della biotecnologia. Con il focus su ricerca e sviluppo, innovazione e farmaceutica, ricerca e gestione del rischio. Salute e nuove frontiere di prevenzione. Casi studio di aziende leader e forum di discussione.

**Registri al summit**

Allo stesso indirizzo di registrazione: **www.24oreeventi.com**

**HEALTH CARE Summit 2024**

**SPONSORI**

Alloggiamento: **Grand Hotel St. Carlo**

Partner: **Alloggiamento: Grand Hotel St. Carlo**

**SPONSORI**

Alloggiamento: **Grand Hotel St. Carlo**

Partner: **Alloggiamento: Grand Hotel St. Carlo**

**Salute 24**  
Le sfide del servizio sanitario

**3mila**

**La ricerca di farmaci da dicembre, ma è ancora scontro sulle tariffe**

La ricerca di farmaci da dicembre, ma è ancora scontro sulle tariffe. La ricerca di farmaci da dicembre, ma è ancora scontro sulle tariffe.

**HEALTH CARE Summit 2024**

**21 NOVEMBRE | 09:00**

GRAND HOTEL ST. CARLO

VIALE ROSSINI 242 - TORINO

**SPONSORI**

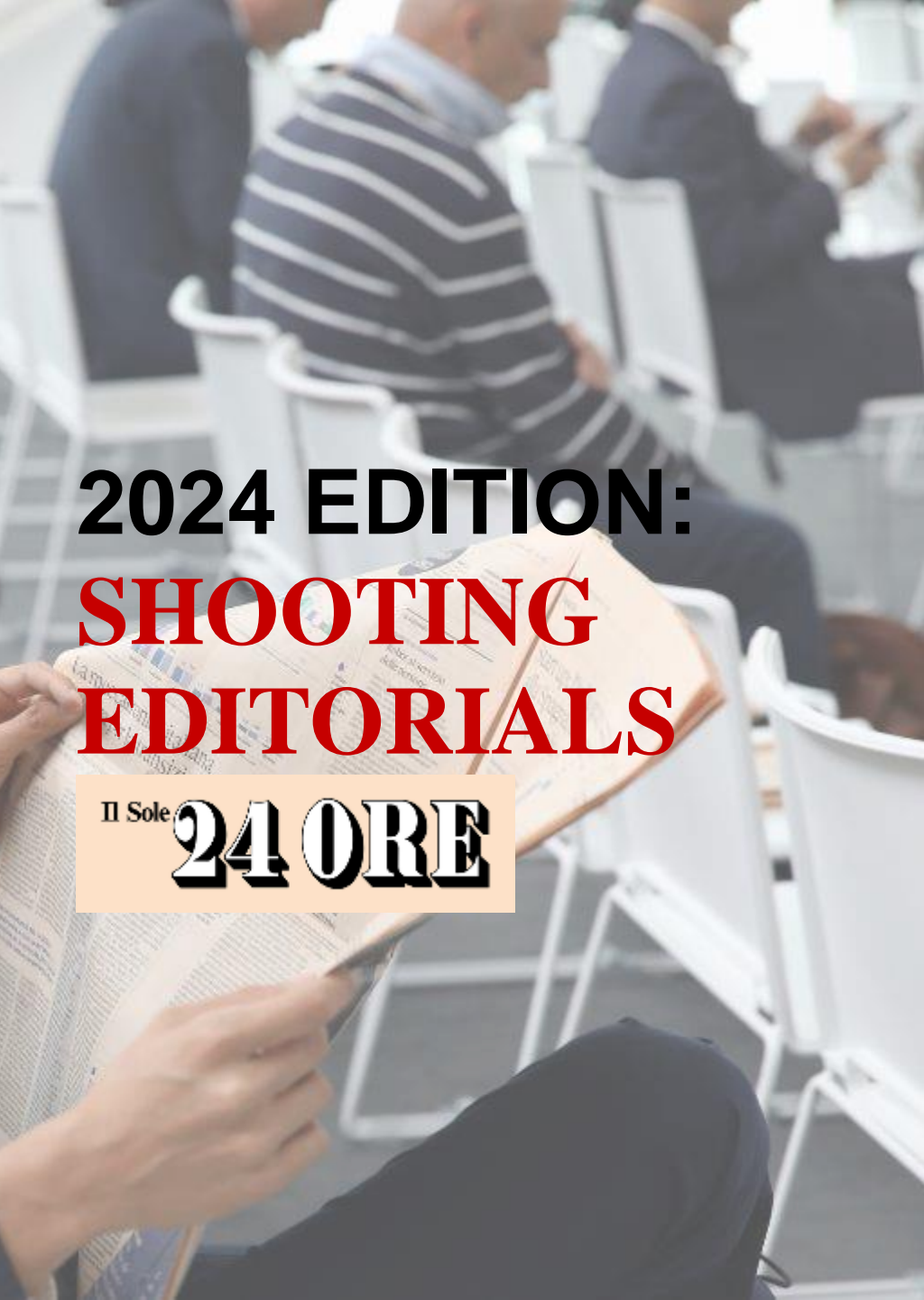
Alloggiamento: **Grand Hotel St. Carlo**

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**SPONSORI**

Alloggiamento: **Grand Hotel St. Carlo**

Partner: **Alloggiamento: Grand Hotel St. Carlo**



# 2024 EDITION: SHOOTING EDITORIALS

Il Sole **24 ORE**

Salute 24

HEALTH FCARE Summit 2024

1.700

Life science, i nodi da sciogliere per essere più competitivi

Telemedicina, svolta per i malati cronici e pazienti curati ovunque

Va accelerato l'impegno sugli studi clinici

1.700

«Interverremo sugli stipendi dei medici e sui farmaci»

Dal personale alle aziende un solo appello: «Il Servizio sanitario non è più sostenibile»

Farmaci innovativi, da gennaio cambio di paradigma con il nuovo regolamento Ue



# VIDEO SECTION ON

Il Sole **24 ORE**

&

**24ORE**  
EVENTI

The full video of the event will be available:

- within the **events area** in the **video section** of the website [ilsole24ore.com](https://ilsole24ore.com)
- on the event **landing page** at [24oreventi.ilsole24ore.com](https://24oreventi.ilsole24ore.com)



Il Sole **24 ORE**  
**Video**



**24ORE**  
EVENTI

# VIDEOS INTERVIEWS



**Single video interviews** by a journalist from Il Sole 24 Ore Radiocor and filming during the event with a crew of 1 cameraman and 1 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 for broadcast on their channels, will be:

- Published on the **sole24ore.com website** in the Radiocor section, at the discretion of the editorial staff
- Published on **24 ORE Eventi website**
- Amplified via **social media by 24 ORE Eventi**





# MAIN PARTNER

## INVESTMENT REQUIRED

€ 35.000 net with video interview  
€ 30.000 net without video interview

### REALIZATION OF AD HOC SESSION

- **SPEECHES:** ad hoc focus by a partner representative + 2 case histories representatives of the partner's client companies
- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **TICKER:** insertion of 1 promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

# MAIN PARTNER

## INVESTMENT REQUIRED

€ 30.000 net with video interview  
€ 25.000 net without video interview

## ONE-TO-ONE INTERVENTION

- **SPEECHES:** one-to-one intervention between moderator and partner company representative
- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **TICKER:** insertion of 1 promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
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- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)



# OFFICIAL PARTNER

## INVESTMENT REQUIRED

€ 20.000 net with video interview  
€ 15.000 net without video interview

### SPEECH AS PART OF A ROUND TABLE DISCUSSION

- **SPEECHES:** Within a round table discussion (positioning will be agreed with the editorial team during the drafting of the programme)
- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **TICKER:** insertion of a promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

# EVENT PARTNER

## INVESTMENT REQUIRED

€ 15.000 net with video interview  
€ 10.000 net without video interview

## VISIBILITY ON EVENT COMMUNICATION

- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

# KEY PERFORMANCE INDICATORS

## ● REGISTRATION

REGISTER NOW 

Number of registered users at the event

## ● PARTICIPATION

Number of people connected or attending the event

## ● LEADS SUPPLY



File containing the **leads** that gave consent to pass the data to the Event Partner