

INNOVATION DAYS

8[^] EDITION



INNOVATION DAYS

THE 2026 STOPOVERS:

LOMBARDY - 28 APRIL

VENETO - 16 JUNE

TUSCANY - 22 SEPTEMBER

APULIA - 22 OCTOBER

EMILIA-ROMAGNA - 5 NOVEMBER

LAZIO - 3 DECEMBER



The 8th edition of Il Sole 24 Ore's roadshow will travel across Italy to **give a voice to local entrepreneurs**. Each region visited will be examined in terms of its strengths and industrial issues, followed by suggestions for growth and expansion into foreign markets. The final **Networking Business** session will bring together speakers, partners and the audience.

The roadshow will consist of at least six stops with live audiences, moderated by journalists from Il Sole 24 Ore.



TARGET

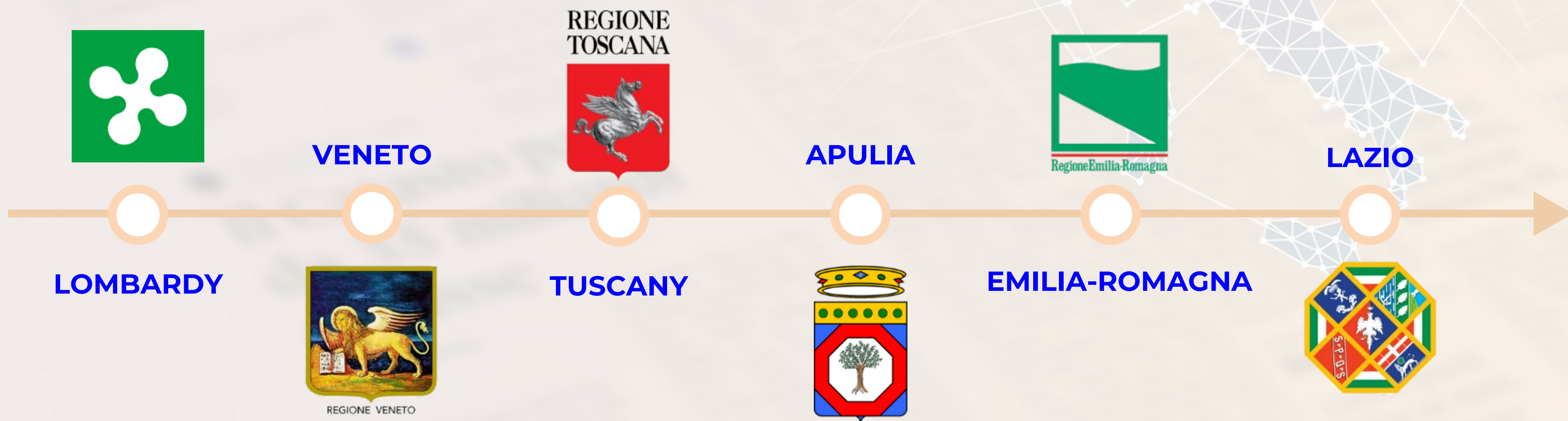
MANAGERS,
ENTREPRENEURS, SMEs,
INSTITUTIONS,
PROFESSIONALS

2025 EDITION

REGISTERED USERS:	2,591
ATTENDEES:	1,197

INNOVATION DAYS

THE 2026 STOPOVERS



ED. 2025 THE NUMBERS

127

SPEAKERS

19

SPONSORS

2.591

REGISTERED
USERS

1.197

PARTECIPANTS



CASE HISTORY 2025

Spin-Off

In **2025**, the **Innovation Days** roadshow, in addition to its **six main stops** — **Lombardy, Veneto, Tuscany, Puglia, Emilia-Romagna** and **Lazio** — also featured a **Special Edition** in **Sicily**. Hosted in **Ragusa** by the company **Ricca IT**, the event was entirely **dedicated to a focused topic**: the impact of **generative Artificial Intelligence on business processes**.



RAGUSA

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.

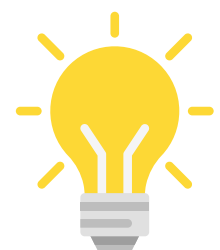
This commitment is confirmed in the design of the programmes for all our events.

25%
*FEMALE
SPEAKERS*

10%
*UNDER 50
SPEAKERS*

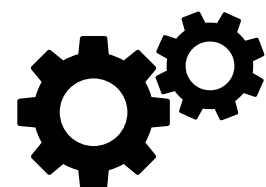


CONCEPT & FORMAT



CONCEPT

The concept involves the creation of **six live events** at **various regional locations** with **in-person audiences**. In the following days, it will be possible to **watch the works via streaming** on the dedicated page of the 24 Ore Eventi website and on the Stream 24 channel. At the end of the morning's work, there will be a networking lunch for all participants.

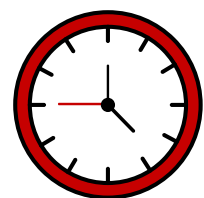


FORMAT



In the morning, individual speeches will alternate with presentations of case studies and panel discussions. A **moderating journalist** will be **present** at the physical location, while the **speakers** will attend **in person or will connect remotely**. User registration required.

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



DURATION: 3 hours



I TOPICS

Tre possibili tipologie di relatori – professionisti/esperti, rappresentanti di vendor e di case history aziendali – parleranno di **tematiche** legate alle varie **realità locali** che interessano al **mondo delle imprese**.

Tra i possibili focus:

- La digitalizzazione
- La transizione energetica
- Il sostegno pubblico e privato alle aziende che vogliono innovare e aumentare la presenza sui mercati esteri
- La ricerca e la formazione delle nuove competenze



IL NETWORKING BUSINESS

Al termine del convegno partirà l'attività di **Networking Business**, introdotta da un **light lunch**.

Partner, **Relatori** e **Pubblico in sala** avranno, così, modo di conoscersi e confrontarsi personalmente, approfondendo le tematiche di più specifico interesse per ogni singolo partecipante e valutando le opportunità di collaborazione.



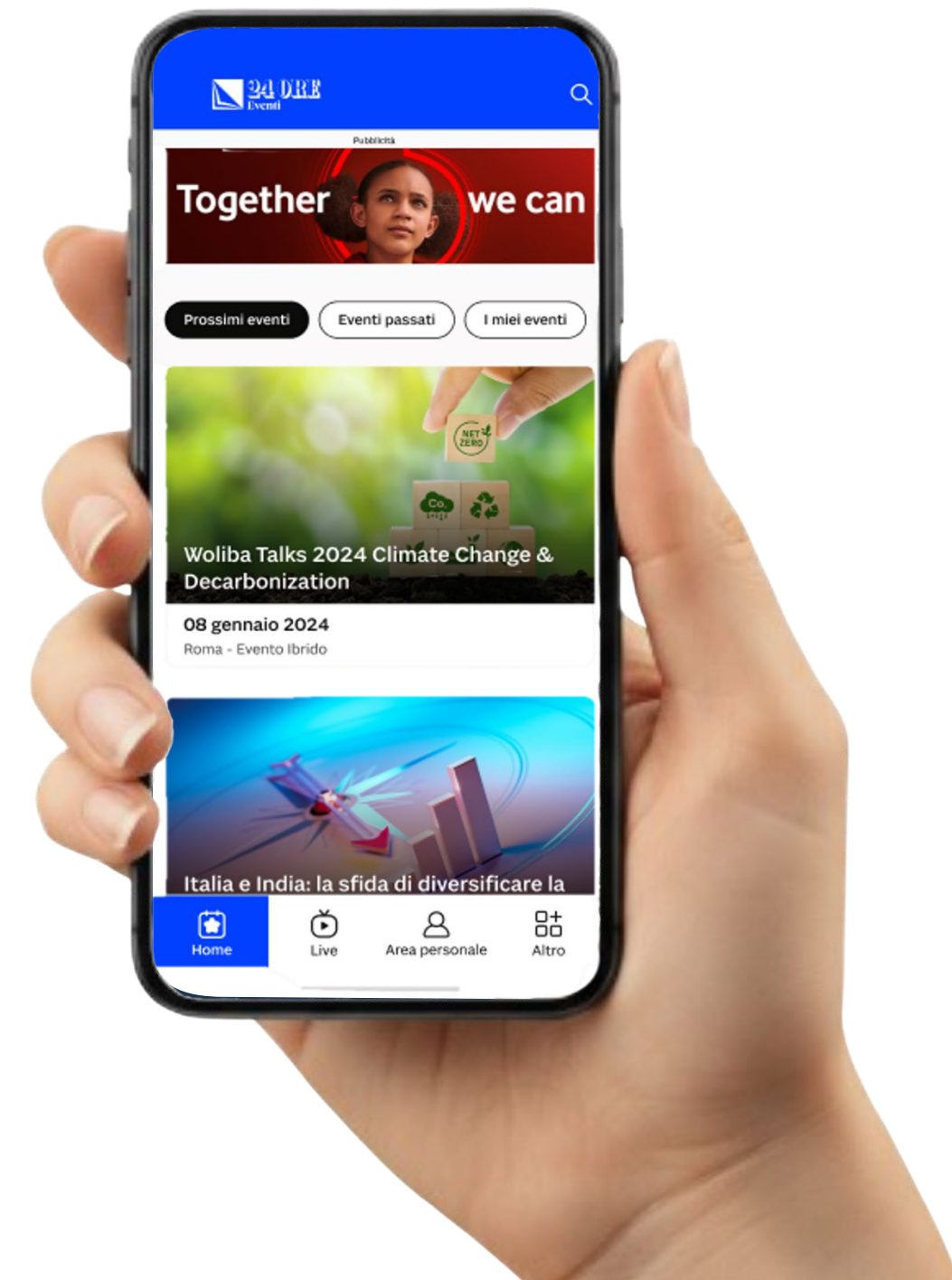
AN INTERACTIVE EXPERIENCE

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



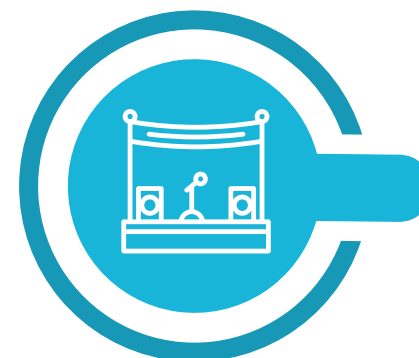
Partner logo video
displayed in the waiting
room



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

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

ON SITE*

Venue and entrance setup

BANNER CAMPAIGN*

MPU box on the website

www.ilsole24ore.com

Box Format (300x250)

Duration: **1 week before the event**

PRINT*

2 advertisements in Il Sole 24 Ore

Half-page format (60 modules, 312x222)

FIXED POSITIONS ON THE .COM

Box Brand Connect ROS on the
website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com

* Materials where the partner logo will be displayed

SOCIAL COMMUNICATION

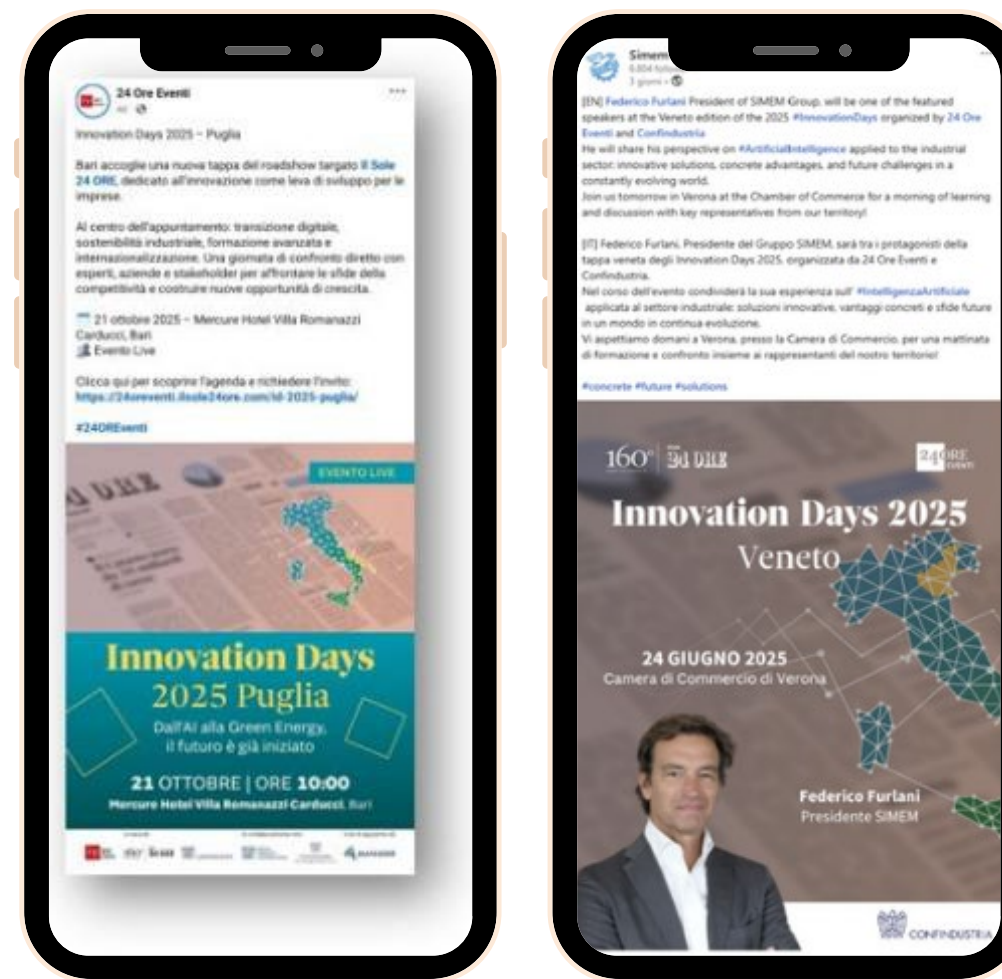
4 settimane di comunicazione sui canali social dell'intero network

Meta + LinkedIn per massimizzare la portata del messaggio e intercettare il target di riferimento

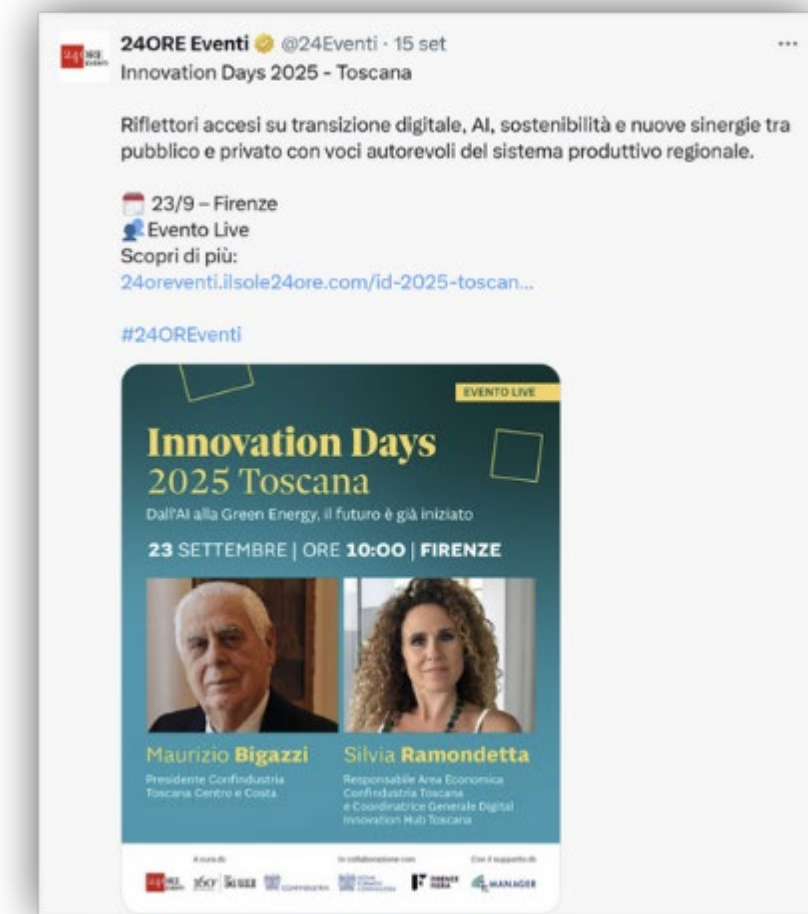
PRE-EVENT LAUNCHES



THEMATIC INSIGHTS



POST-EVENT GALLERY



ED. 2025 EDITORIAL FOOTAGE



ED. 2025

THE PARTNERS

A cura di:



Main Partner:



Partner Istituzionale:



Official partner:



In collaborazione con:



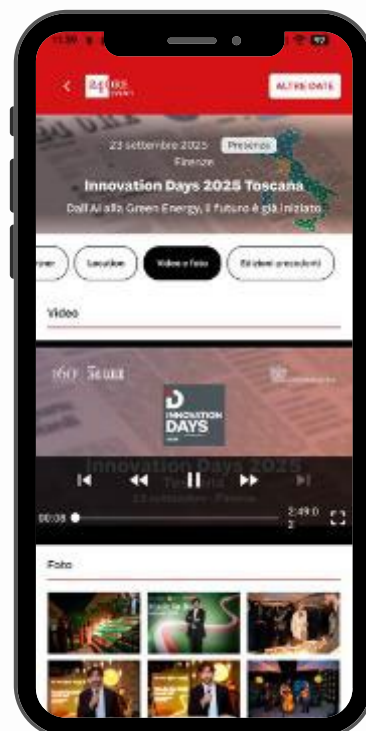
Con il supporto di:



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 24oreventi.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

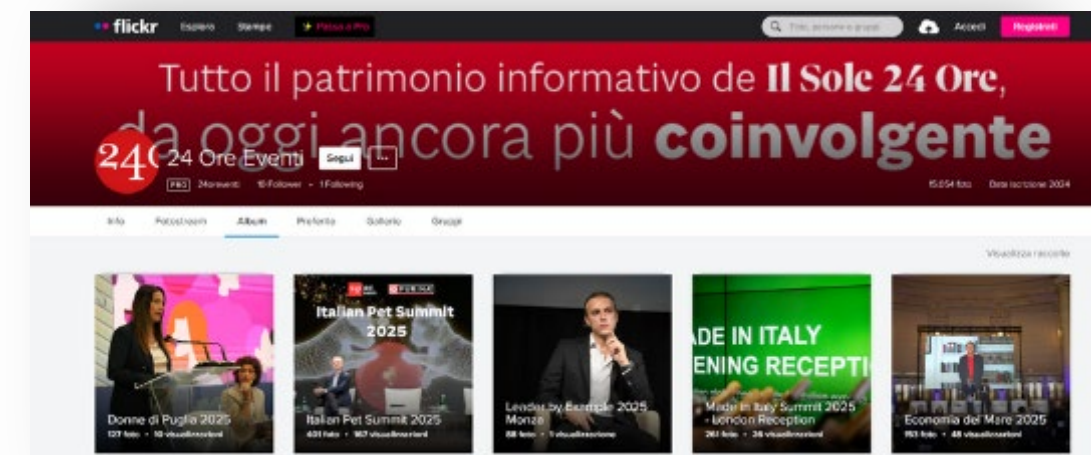


POST-EVENT VIDEOS ON SOCIAL MEDIA PLATFORMS



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**



24 ORE
Eventi

Il Sole
24 ORE
Radiocor

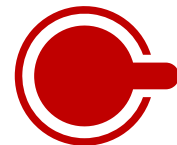
MAIN PARTNER

FOR 6 TOPS WITH AN AD HOC FOCUS



SPEECHES

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



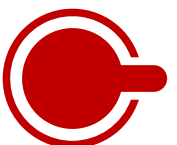
INFORMATION MATERIAL

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



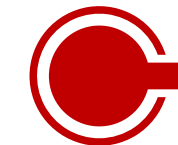
PROMOTIONAL VIDEO

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

INVESTMENT REQUIRED

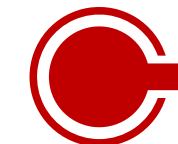
€200.000 net

Any additional activity not specified in the proposal is excluded



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

PER 6 TAPPE CON INTERVENTO ONE TO ONE



SPEECH

intervento one to one di un rappresentante del partner



MATERIALE INFORMATIVO

download del materiale del partner dalla landing page dell'evento



LEAD GENERATION

fornitura file con i nominativi dei registrati in piattaforma in conformità con il regolamento GDPR



VIDEO PROMOZIONALE

possibilità di trasmettere un video della durata massima di 30" nella waiting room, prima dell'inizio dei lavori

INVESTIMENTO RICHIESTO

€160.000 net net

Esclusa qualsiasi attività aggiuntiva non indicata nella proposta



VISIBILITÀ LOGO

su tutto il materiale promozionale dell'evento (ADV, DEM, banner, landing page) e su sigla di apertura e di chiusura



REPORT POST EVENTO

fornito al partner, con i seguenti KPI: iscritti, partecipanti e leads

MAIN PARTNER

ONE TO ONE SESSION



SPEECHES

one-to-one session by a partner representative



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



PROMOTIONAL VIDEO

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

INVESTMENT REQUIRED

€160.000 net

Any additional activity not specified in the proposal is excluded



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 NELL'AMBITO DI UNA TAVOLA ROTONDA

INVESTIMENTO RICHIESTO

€120.000 net net

Esclusa qualsiasi attività aggiuntiva
non indicata nella proposta



SPEECH

intervento in tavola rotonda su contenuti concordati



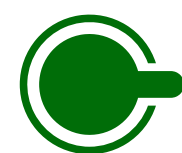
TICKER

inserimento 1 pop-up promozionale nella parte bassa dello schermo durante la trasmissione (728x90mm, png statico)



MATERIALE INFORMATIVO

download del materiale del partner dalla landing page dell'evento



LEAD GENERATION

fornitura file con i nominativi dei registrati in piattaforma in conformità con il regolamento GDPR



VIDEO PROMOZIONALE

possibilità di trasmettere un video della durata massima di 30" nella waiting room, prima dell'inizio dei lavori



VISIBILITÀ LOGO

su tutto il materiale promozionale dell'evento (ADV, DEM, banner, landing page) e su sigla di apertura e di chiusura



REPORT POST EVENTO

fornito al partner, con i seguenti KPI: iscritti, partecipanti e leads

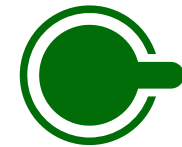
OFFICIAL PARTNER

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

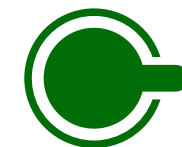


LEAD GENERATION

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

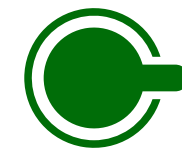
INVESTMENT REQUIRED

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



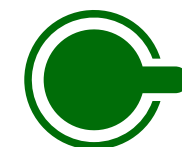
PROMOTIONAL VIDEO

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

LOCAL PARTNER

FOR INDIVIDUAL STOP

INVESTMENT REQUIRED

€31.000 net with videointerview
€25.000 net without video interview



SPEECH

speech in a roundtable discussion on agreed-upon topics



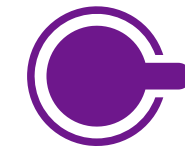
LOGO VISIBILITY

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



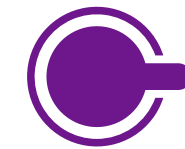
INFORMATION MATERIAL

download of partner material from the event landing page



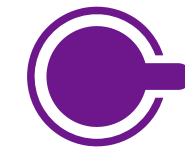
PROMOTIONAL VIDEO

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



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

SUPPORTER

PER SINGOLA TAPPA



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

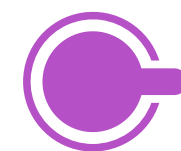


INFORMATION MATERIAL

download of partner material from the event landing page

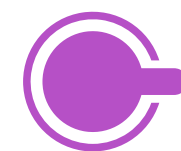
INVESTMENT REQUIRED

€12.000 net with video interview
Esclusa qualsias



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

SUPPORTER

PER SINGOLA TAPPA



VIDEO PROMOZIONALE

possibilità di trasmettere un video della durata massima di 30" nella waiting room, prima dell'inizio dei lavori



VISIBILITÀ LOGO

su tutto il materiale promozionale dell'evento (ADV, DEM, banner, landing page) e su sigla di apertura e di chiusura

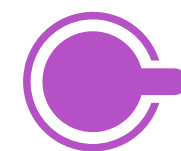


MATERIALE INFORMATIVO

download del materiale del partner dalla landing page dell'evento

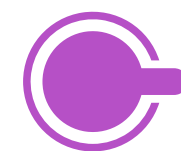
INVESTIMENTO RICHIESTO

€12.000 net net con video intervista
Esclusa qualsiasi attività aggiuntiva
non indicata nella proposta



REPORT POST EVENTO

fornito al partner, con i seguenti KPI:
iscritti, partecipanti e leads



LEAD GENERATION

fornitura file con i nominativi dei registrati
in piattaforma in conformità con il
regolamento GDPR

KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of users subscribed at the event



PARTICIPANTS

Number of **users connected** during the event



LEADS

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