

LOGISTICS DAY 2026

2[^] EDITION



LOGISTICS DAY



25 JUNE



MILAN

• LIVE AND DIGITAL

Italian logistics is a sector undergoing constant growth and transformation. This event aims to examine the trends and challenges that the sector is facing in a context of complex geopolitical transformation due to ongoing conflicts alongside with customs and protectionist policies of Donald Trump's United States.

Particular attention will also be paid to **technological innovation, Artificial Intelligence** in the first place, as a support to companies to counteract the increase in costs and optimise processes, to comply with the **ESG parameters** now required by law, to the **shortage of personnel** and to the **management and training of the workforce**. Finally, there will be a technical look at the various **regulations governing the sector**, starting with the Contract for Logistic Services.



TARGET

**PUBLIC AND PRIVATE UTILITIES,
NATIONAL INSTITUTIONS,
LOCAL INSTITUTIONS,
ENERGY (GAS, ELECTRICITY,
RENEWABLES) AND
INFRASTRUCTURE COMPANIES**



ED. 2025 THE NUMBERS

18

SPEAKERS

7

SPONSORS

970

REGISTERED
USERS

1,000

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



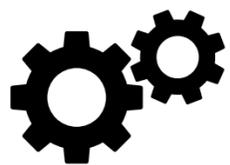
CONCEPT & FORMAT



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



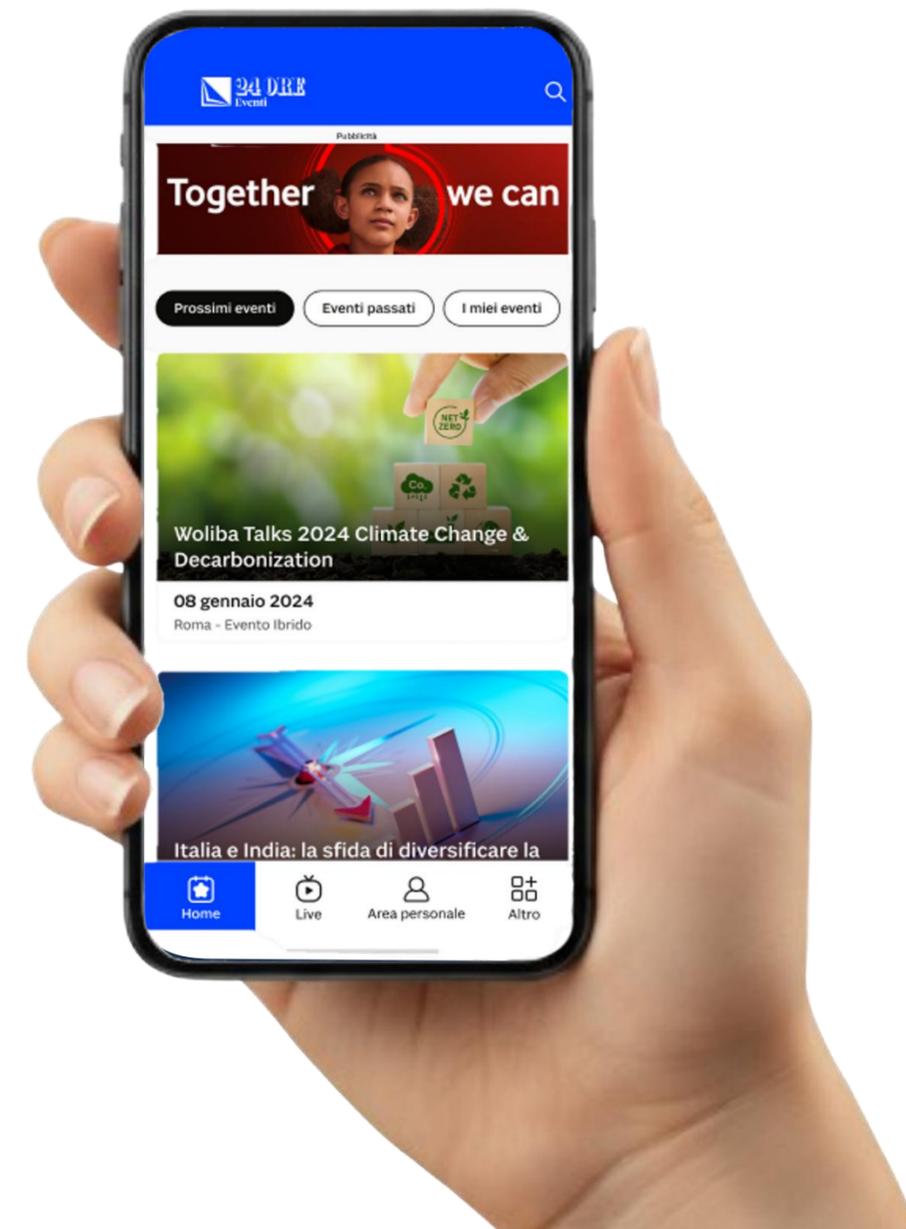
AN INTERACTIVE EXPERIENCE

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



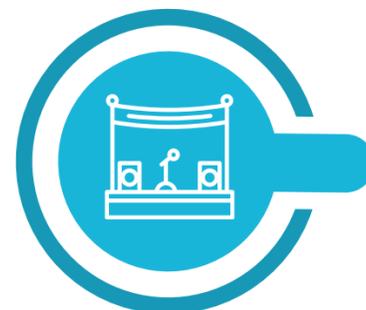
Opening **theme** song of the programme



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

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 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



GALLERY - POST-EVENT



ED. 2025

THE PARTNERS

Main partner:



McKinsey
& Company

Official partner:



In collaborazione con:



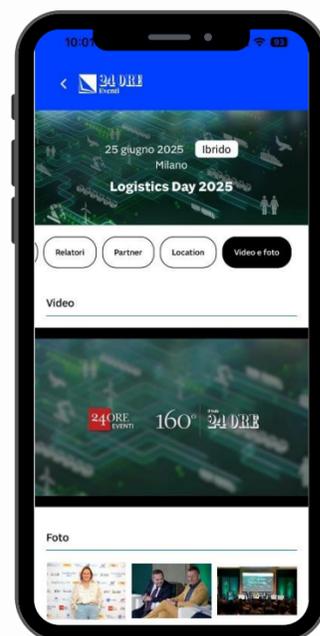
Con il patrocinio di:



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 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

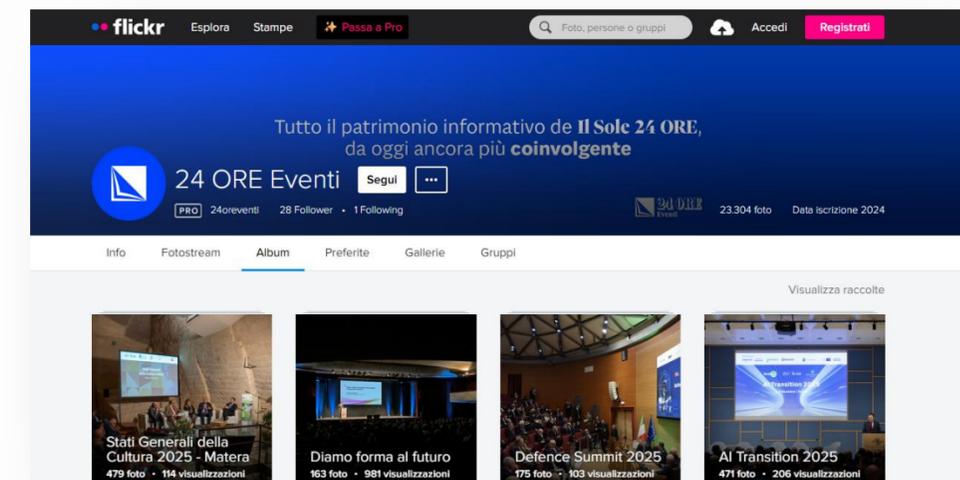


POST-EVENT VIDEOS ON SOCIAL MEDIA PLATFORMS



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 FOCUS

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

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

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



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