

DEFENCE SUMMIT 2025

1st Edition



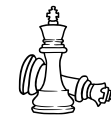
NEW

NEW



TARGET

INSTITUTIONS, PA, UNIVERSITIES,
RESEARCH INSTITUTES, INDUSTRY,
CONSULTANCY COMPANIES,
TECHNOLOGY COMPANIES
FUNCTIONS: CEOs, INSTITUTIONAL
REPRESENTATIVES, EXECUTIVES,
ANALYSTS



DEFENCE SUMMIT

DEFENCE AND INTERNATIONAL COOPERATION



8 MAY 2025



ROME

• LIVE AND DIGITAL

"The culture of Defence embodies the fundamental principle of democratic culture," explained the Minister of Defence, **Guido Crosetto**, referring to an international context in which peace is far from certain.

On this assumption rest the foundations of the first edition of the **Defence Summit**, in which we will involve the major Italian and international players in the sector, from political decision-makers to representatives of the leading companies.

In addition to scenario-focused discussions on the **economic value** of the Italian Defence industry and beyond, our main topics will be the **technological evolution** driven by Artificial Intelligence and the necessity for **cybersecurity** in both public and private sectors.

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.



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
Box format (300x250)
Duration: **1 week before the event**

* WEB & DIRECT MARKETING

Dedicated **landing page** on
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
- **Box Brand Connect** ROS at
www.ilsole24ore.com

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
- on the event **landing page** at 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

REALISATION 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
- **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)

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