GRUPPO IL SOLE 24 ORE PRESENTS

AUTONOMOUS PROVINCE OF TRENTO

MEDIAKIT

Festival dell'Innovazione

Rovereto

FIRST EDITION · 14-16 OCTOBER 2027

Gruppo Il Sole 24 ORE

2027

Festival dell’Innovazione

From 14 to 16 October 2027, Rovereto hosts the first edition of the Festival dell’Innovazione, organised by Gruppo Il Sole 24 ORE and Trentino Marketing on behalf of the Autonomous Province of Trento.

Three days, over 100 events with free and open access, telling the story of innovation as it happens: from agentic AI to robotics, from quantum computing to cybersecurity, and their impact on business, work, education and everyday life. Alongside the main schedule, the **Off Festival** brings technology to Rovereto’s squares and landmark venues with concerts, exhibitions, installations and itineraries dedicated to health and wellbeing, as well as activities for families and children.



Gruppo Il Sole 24 ORE

THE FESTIVAL

3 DAYS	**2** SCHEDULES
100 EVENTS	**7/8** ACTIVE VENUES

2027
First edition

When	14, 15, 16 OCTOBER 2027
Where	ROVERETO (TN)
Format	THEORETICAL SESSIONS • Talks, keynotes, round tables, summits, interviews • Cultural and educational events for young people and students • Entertainment, including wellbeing-related moments PRACTICAL SESSIONS • Workshops, demonstrations
Delivery	Live and streamed events with simultaneous translation (for part of the schedule)
Access	Free and open

CENTRAL AGORÀ - Festival HQ serving as:

- Meeting point
- Networking
- Live activations
- Institutional communication

Gruppo Il Sole 24 ORE

Content & Schedule

The manifesto

2027
First edition

Not even five years have passed since 30 November 2022, the day ChatGPT made generative Artificial Intelligence available to anyone with an internet connection. In that short time it has already profoundly changed work and study, and opened new paths for research, from medicine to physics. And the frontier keeps moving: agentic AI, robotics, quantum computing, cybersecurity...
Every step forward brings enormous opportunities and just as many unknowns (technical, ethical and moral) that we only understand along the way.
A change so fast it could leave us chasing it, when instead we must lead it.

For three days in Rovereto, the Festival dell'Innovazione brings together research, business, institutions and citizens to provide the tools and knowledge to design the future without losing sight of people, local communities, the changing world of work and education, which must prepare us for jobs that do not yet have a name.

The 2027 edition is born to tell and concretely show innovation as it happens, and to make the city an international reference point for innovation.









Gruppo Il Sole 24 ORE

Possible topics for discussion

01 Agentic Artificial Intelligence: who decides, the algorithm or the human?

02 European cloud, strategic open source and dependence on global vendors: the urgency of true digital sovereignty.

03 Robotics and physical AI, from smart factories to new cybersecurity risks?

04 Quantum computing: scientific revolution or venture capital bubble? Quantum-proof cryptography to protect banks and infrastructure.

05 AI in healthcare, for more accurate diagnoses, biotech and new therapies.

06 Energy transition: renewables, hydrogen and storage. But also green building and efficiency to invest in the future of the territory.

07 Other worlds: space exploration, glimpses into deep space and journeys into the unexplored corners of our planet.

08 Future of work: which jobs will disappear, which will emerge, and who will look after those left behind?

09 From STEM education to quantum literacy: schools and universities facing the challenge of training AI-native generations?

10 Innovation creates value: spin-offs, start-ups, technology transfer and innovative entrepreneurship at the crossroads of scientific and managerial culture

11 Social inclusion and conflict management: how do we prevent the technological transition from leaving parts of society behind?

12 Culture and innovation: how AI and digital technologies are transforming creativity, media and cultural heritage.

Advisory Board



To ensure the Festival dell'Innovazione has authoritative and recognised editorial direction, an **Advisory Board** will be established: a consultative committee made up of high-profile national representatives from academia, research, institutions, business and the media, selected on the basis of their expertise and recognised experience in the Festival's themes.

The Advisory Board **will contribute to the scientific and cultural direction of the initiative**, supporting the definition of the thematic lines and the choice of speakers, ensuring quality, rigour and relevance of the content proposed.

In defining the initiative's scientific contribution, **local and regional organisations will be fully involved,** including: Trentino Marketing, the University, FBK, Fondazione E. Mach, MUSE, IPRASE, Trentino Sviluppo, HIT, ASUIT and other research bodies, MART and Rovereto's cultural institutions.

The speakers



Speakers will be selected from among personalities of recognised expertise and authority at **national and international level**, to ensure a plurality of perspectives and a high scientific, cultural and educational profile for the event's content.

The schedule will also **involve figures from the local area** and **beyond**, from the worlds of research and innovation, institutional representatives, academics, entrepreneurs, start-uppers, experts and key players in the main processes of economic, technological and social transformation, fostering dialogue across disciplines, generations and ecosystems.

Finally, the schedule will involve **science communicators**, **creators** and figures able to interpret and tell the story of the event's themes through innovative languages and formats, helping to broaden opportunities for discussion and participation.

The Group's journalists will ensure a **qualified editorial presence** through moderation, in-depth analysis and content production, contributing to the **dissemination and promotion of the themes discussed**.



The schedule

The schedule's **main focus will be the evolution of AI from generative to agentic** (acting autonomously towards a goal) **and embodied**, meaning systems such as robots that perceive and act in physical space.

Together with national and international scientists, researchers, academics, entrepreneurs and institutions, we will analyse the present and future impacts on business and the world of work (Economy and Finance, Industry, Labour, Energy, Geopolitics) and on society, that is, on our everyday lives (Wellbeing and Health, Governance and Privacy, Education, Smart Cities and Mobility, Environment, Entertainment and Culture).

Concrete content, therefore, and **not just theory**, with sessions designed to meet the needs of industry specialists, businesses and students, as well as more accessible, popular events for a general audience.

Workshops and labs



There will also be plenty of room for **workshops, labs and hands-on, demonstration sessions to learn** how to use, and not just talk about, the technologies that are redefining the economy and society: Artificial Intelligence, robotics, quantum computing, cybersecurity, digital health, energy and sustainability.

From first steps with AI agents to cobot prototyping, from post-quantum cryptography to the secure use of health data, through to tools for energy efficiency and the circular economy, innovation training also makes use of frontier technology: simulation environments, AI platforms, remote labs and advanced digital tools to make learning practical, scalable and close to real-world cases.

The aim is to create pathways **that start from the basics and go all the way to concrete cases and future-facing applications**, involving research centres, businesses and start-ups.



Off Festival

The Festival spills out into the city’s squares and venues with concerts, exhibitions and installations where **technology becomes experience**. A tradition with deep cultural roots in Rovereto: it was here that **Fortunato Depero** created Italy’s only Futurist museum 70 years ago (1957).

Health and **wellbeing** are the other soul of the Off Festival. Walks connect the Festival venues, turning journeys into routes through park, city and art. Alongside, spaces for body and mind, where technology helps us listen to ourselves and, when needed, step away from the screen.







Target & Venues

2027
First edition

TARGET: A Festival for everyone



The local community



Institutions



Academia



Businesses and start-ups



Investors and incubators



Researchers and research centres



Young people



Citizens and families

Gruppo Il Sole 24 ORE

The venues*



Palazzo Alberti Poja



Teatro Zandonai



Palazzo del Bene - Fondazione Caritro



Piazza Malfatti



Corso Bettini



TS Space - Trentino Sviluppo



Manifattura Tabacchi



MART

Gruppo Il Sole 24 ORE

**Indicative and non-exhaustive list.*

Supporting communication plan

Maximum promotion and visibility

Gruppo Il Sole 24 ORE will ensure **the promotion and enhancement** of the Festival through **an integrated, cross-media communication plan**, developed through its own editorial and news assets.

The plan will aim to **support the positioning of the event**, raise awareness of the initiative and encourage the involvement of its different target audiences before, during and after the event, thus helping to give the initiative national and international relevance.

The communication strategy will be able to draw on the complementarity of print, digital, social media, radio, TV, news agency and other distribution channels, leveraging the Group's ability to reach different targets through a variety of languages and formats.

Alongside institutional communication activities, the Festival will be able to benefit **from dedicated editorial coverage**, with in-depth analysis, interviews, multimedia content and journalistic production created for the event.

Further consideration may also be given to **editorial and project initiatives aimed at strengthening the visibility of the territory**, its excellences and the organisations contributing to the Festival.

The communication plan

PRINT

10 insertions — full pages — in the daily newspaper Il Sole 24 ORE

DIGITAL

Digital campaign on ilsole24ore.com — approx. **3 million impressions**
10 DEMs sent to registered users of the .com

RADIO 24

4-week campaign on Radio 24 (42 spots per week)

IL SOLE 24 ORE TV

4-week campaign on IlSole24OreTV, Day 24 package (119 spots per week)

SOCIAL

8 weeks of sponsored campaign
2 months of organic campaign

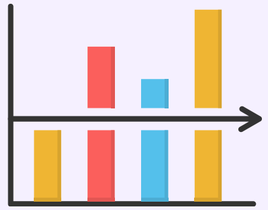
Commercial proposals

Why be part of the first edition



CONTENT

Bring your company’s voice into the schedule of a new national event on innovation, with opinion leaders taking part in panels and round tables.



VISIBILITY

Associate your brand with the launch of the Festival and with a cross-media communication plan across newspaper, digital, Radio 24, IlSole24OreTV and social media.



RELATIONSHIPS

Meet institutions, research, businesses, start-ups and young talent in one place, through networking moments and dedicated activations.

Top Partner

Required investment
80,000.00 netnet + VAT

Excludes any additional activity not listed in the proposal

Brand visibility

- 10 full-page print ads in Il Sole 24 ORE
- 10 DEMs sent to registered users of the .com and Group subscribers
- Digital campaign on ilsole24ore.com (approx. 3 million impressions)
- Branding at Festival venues and on all communication materials
- 2-week campaign on Radio 24 (42 spots per week)
- 4-week campaign on IlSole24OreTV, Day 24 package (119 spots per week)

Content presence

- Partner opinion leaders in up to 3 panels or round tables (topics to be agreed with the Advisory Board)
- Promotional video of up to 30 seconds (details to be defined)
- Post-event report, provided to the partner at the end of the Festival
- Dedicated invitations for your clients and reserved seating

Off Festival activation (*)

- Outdoor space with basic structures and set-up included; content and management by the partner
- Up to 1 partner event listed on the website as an official Off Festival event

(*) Extra out-of-pocket costs borne by the partner. Space schedule and content, in line with Off Festival target and themes, to be agreed with the organising committee and subject to approval.

Main Partner

Required investment
50,000.00 net net + VAT

Excludes any additional activity not listed in the proposal

Brand visibility

- 10 full-page print ads in Il Sole 24 ORE
- 10 DEMs sent to registered users of the .com and Group subscribers
- Digital campaign on ilsole24ore.com (approx. 3 million impressions)
- Branding at Festival venues and on all communication materials
- 4-week campaign on IlSole24OreTV, Day 24 package (119 spots per week)

Content presence

- Partner opinion leaders in up to 2 panels or round tables (topics to be agreed with the Advisory Board)
- Promotional video of up to 30 seconds (details to be defined)
- Post-event report, provided to the partner at the end of the Festival
- Dedicated invitations for your clients and reserved seating

Official

Required investment
25,000.00 net net + VAT

Excludes any additional activity not listed in the proposal

Brand visibility

- 10 full-page print ads in Il Sole 24 ORE
- 10 DEMs sent to registered users of the .com and Group subscribers
- Digital campaign on ilsole24ore.com (approx. 3 million impressions)
- Branding at Festival venues and on all communication materials

Festival or Off Festival activation

- Partner opinion leader in up to 1 panel or round table (topics to be agreed with the Advisory Board)
- Promotional video of up to 30 seconds (details to be defined)
- Dedicated invitations for your clients and reserved seating
- Post-event report

OR

- 1 outdoor activity with product display or activation, format to be defined (*)
- Your own content in the Off Festival schedule (venue provided by the organisers)
- 1 pre-event social post with CTA and 1 post-event post on 24 ORE Eventi social accounts dedicated to the chosen activation
- Post-event report

(*) Extra out-of-pocket costs borne by the partner. Space schedule and content, in line with Off Festival target and themes, to be agreed with the organising committee and subject to approval.

Supporter

Required investment
10,000.00 net net + VAT

Excludes any additional activity not listed in the proposal

Brand visibility

- 10 full-page print ads in Il Sole 24 ORE
- 10 DEMs sent to registered users of the .com and Group subscribers
- Digital campaign on ilsole24ore.com (approx. 3 million impressions)
- Branding at Festival venues and on all communication materials

Activation

- 1 outdoor activity with product display or activation, format to be defined (*)
- Post-event report

(*) Extra out-of-pocket costs borne by the partner. Space schedule and content, in line with Off Festival target and themes, to be agreed with the organising committee and subject to approval.

THANK YOU

Festival dell’Innovazione
Rovereto

Gruppo Il Sole 24 ORE

2027