

# GENERAL STATES OF CULTURE 2025



# GENERAL STATES OF CULTURE

## THE 2025 STAGES:

FLORENCE – 16 OCTOBER

PALERMO - 27 OCTOBER

TURIN – 4 NOVEMBER

• LIVE AND DIGITAL

Thirteen years after the launch of Sole 24 Ore's Manifesto for Culture, the **Stati Generali della Cultura** continue their journey through the main trends and challenges affecting the cultural industries.

After an edition that in 2024 saw the event stop off for **the first time in Southern Italy**, with a date at the **Teatro Massimo in Palermo** - one of the largest opera houses in Europe - the thematic focuses on **publishing, communication and media, music, cinema, and television** are back, aiming to analyse the prospects of a strategic sector for the country.

The specific focus remains on the **confrontation between private stakeholders and public institutions** to discuss development strategies and trajectories of transformation of the ways in which **cultural venues are used**.

## TARGET

ASSOCIATIONS,  
ORGANISATIONS AND CULTURAL  
INSTITUTIONS,  
PUBLIC ADMINISTRATIONS,  
SUPERINTENDENCIES,  
MUSEUMS, MUSEUM CENTRES  
AND GALLERIES, AUCTION HOUSES,  
BANKING FOUNDATIONS,  
PRIVATE ENTERPRISES





# 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

**61**

**FEMALE AND MALE  
SPEAKERS**

**8**

**SPONSORS**

**3,380**

**REGISTERED  
USERS**

**14,100**

**PARTICIPANTS**

## 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)



# DEM



# THE 2024 EDITION: SHOOTING EDITORIALS

Il Sole  
**24 ORE**





# 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 **24oreeventi.ilsole24ore.com**



**24ORE**  
**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 **Il Sole 24 ORE Radiocor LinkedIn** account
- Published on **24 ORE Eventi website**
- Amplified via **social media by 24 ORE Eventi**





# MAIN PARTNER

## INVESTMENT REQUIRED

€ 36.000 net with video interview

€ 30.000 net without video interview

## REALIZATION OF AD HOC SESSION

- **SPEECH:** 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

€ 31.000 net with video interview

€ 25.000 net without video interview

## ONE-TO-ONE INTERVENTION

- **SPEECH:** 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
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# OFFICIAL PARTNER

## INVESTMENT REQUIRED

€ 21.000 net with video interview  
€ 15.000 net without video interview

### SPEECH AS PART OF A ROUND TABLE DISCUSSION

- **SPEECH:** 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)
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# EVENT PARTNER

## INVESTMENT REQUIRED

€ 16.000 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
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# 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