

GENERAL STATES OF CULTURE 2025





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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**.

GENDER EQUALITY

25% FEMALE SPEAKERS

This milestone was achieved thanks to a significant shift in corporate culture towards a more sustainable and inclusive perspective.

We are the first Italian publishing group

to be certified on Gender Equality

according to UNI/PdR 125:2022.

10% SPEAKERS UNDER 50

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







61
FEMALE AND MALE SPEAKERS

8 SPONSORS

3,380
REGISTERED USERS

14,100 PARTICIPANTS





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

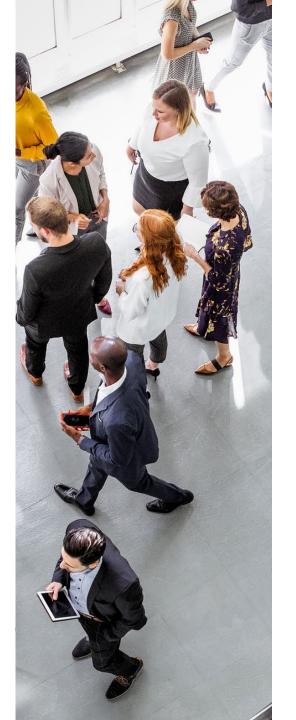


Live & Digital Event: in-person or platform-based use. User registration required.

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**



- 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





* PRINT

2 **advertisements** in II Sole 24 Ore **Half page** format (60 forms, 312x222)

* BANNER CAMPAIGN

MPU box on the website www.ilsole24ore.com
Box format (300x250)
Duration: I week before the event

* WEB & DIRECT MARKETING

Dedicated **landing page** on <u>24oreventi.ilsole24ore.com</u>

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



THE 2024 EDITION: COMMUNICATION

DEM



Half page ADV

















VIDEO SECTION ON





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









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 **II 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)
- LOGO VISIBILITY: on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
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EVENT PARTNER

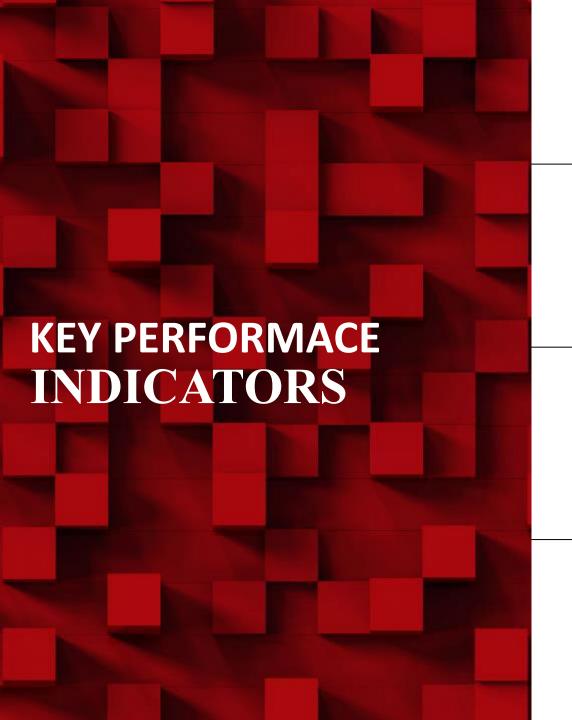
INVESTMENT REQUIRED

€ 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
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REGISTRATION



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

