


**GENERAL STATES  
OF CULTURE  
2025**





# GENERAL STATES OF CULTURE

 **The 2025 stages:**  
TO BE DEFINED - OCTOBER  
PALERMO - OCTOBER  
TURIN - NOVEMBER

• **LIVE** AND DIGITAL

## TARGET

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

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*

**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)



# THE 2024 EDITION: COMMUNICATION

DEM

**Stati Generali della Cultura 2024**

24 OTTOBRE | ORE 9.30  
Teatro Massimo Vittorio Emanuele, piazza Giuseppe Verdi - PALERMO

POSTO 10€ A DEBITO

**RINASCIMENTO CONTEMPORANEO**

Il Rinnovamento Culturale è un processo che si svolge in un arco di tempo che va dalla cultura classica al presente, in un dialogo continuo tra passato e futuro. È il risultato di una serie di scelte e di un lavoro di ricerca che ha permesso di creare un patrimonio culturale che è oggi il nostro punto di riferimento.

**IL TRAVIORE**

Il lavoro di ricerca è un processo che si svolge in un arco di tempo che va dalla cultura classica al presente, in un dialogo continuo tra passato e futuro. È il risultato di una serie di scelte e di un lavoro di ricerca che ha permesso di creare un patrimonio culturale che è oggi il nostro punto di riferimento.

**24 ORE SYSTEM**

TEATRO MASSIMO  
INTESA  
SANNIOLO  
SIRE  
LEONARDO

Half page ADV

**24 ORE EVENTI**

**24 OTTOBRE | ORE 9,30**  
Teatro Massimo Vittorio Emanuele, piazza Giuseppe Verdi - PALERMO

**EVENTO LIVE & DIGITAL**

**RINASCIMENTO CONTEMPORANEO**

Gli Stati Generali della Cultura de **Il Sole 24 Ore** continuano a crescere. L'evento fa tappa per la prima volta nel Mezzogiorno, aprendo l'edizione 2024 al Teatro Massimo di Palermo. Un viaggio dal Sud al Nord d'Italia attraverso il "Rinascimento Contemporaneo" che sta vivendo l'industria della cultura. A Palermo in particolare si parlerà di trasformazione nella fruizione del patrimonio, di cinema e teatro, di diplomazia culturale e della capacità di innovazione del lavoro culturale.

Inquadra il QR Code e scopri di più

24oreeventi.com/agenda2024

**24 ORE SYSTEM**

Città di Palermo  
Teatro Massimo  
INTESA  
SANNIOLO  
SIRE  
LEONARDO  
24 ORE SYSTEM

**Stati Generali della Cultura 2024 - Palermo**

24 OTTOBRE | ORE 9.30  
Teatro Massimo Vittorio Emanuele, piazza Giuseppe Verdi - PALERMO

**RINASCIMENTO CONTEMPORANEO**

Gli Stati Generali della Cultura de **Il Sole 24 Ore** continuano a crescere. L'evento fa tappa per la prima volta nel Mezzogiorno, aprendo l'edizione 2024 al Teatro Massimo di Palermo. Un viaggio dal Sud al Nord d'Italia attraverso il "Rinascimento Contemporaneo" che sta vivendo l'industria della cultura. A Palermo in particolare si parlerà di trasformazione nella fruizione del patrimonio, di cinema e teatro, di diplomazia culturale e della capacità di innovazione del lavoro culturale.

**24 ORE SYSTEM**

Città di Palermo  
Teatro Massimo  
INTESA  
SANNIOLO  
SIRE  
LEONARDO  
24 ORE SYSTEM

# THE 2024 EDITION: SHOOTING EDITORIALS

Il Sole  
**24 ORE**



# VIDEO SECTION ON

Il Sole  
**24 ORE**

&

**24 ORE**  
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**



24 ORE  
**Video**



**24 ORE**  
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

€ 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
- **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
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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
- **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

€ 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
- **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