INNOVATION DAYS 2027

AI and Cybersecurity:
Strategies for businesses

9 ^ EDITION

24 ORE Eventi



EVENT PRESENTATION

29 APRIL	LOMBARDY	LIVE
15 JUNE	EMILIA-ROMAGNA	
6 JULY	APULIA	
21 SEPTEMBER	VENETO	

The ninth edition of the Innovation Days roadshow, an initiative by Il Sole 24 Ore that travels across Italy to engage directly with industrial organisations and support them in tackling the challenges of technological transformation.

Artificial intelligence, cyber security, process digitalisation, cloud **computing and automation** are now crucial tools for boosting productivity, efficiency and competitiveness.

Stop by stop, the 2027 edition brings entrepreneurs, managers, experts, institutions and technology partners to local areas to share **practical experiences, success stories and operational strategies**.
An opportunity to showcase local excellence and strengthen the link between innovation and industrial development.

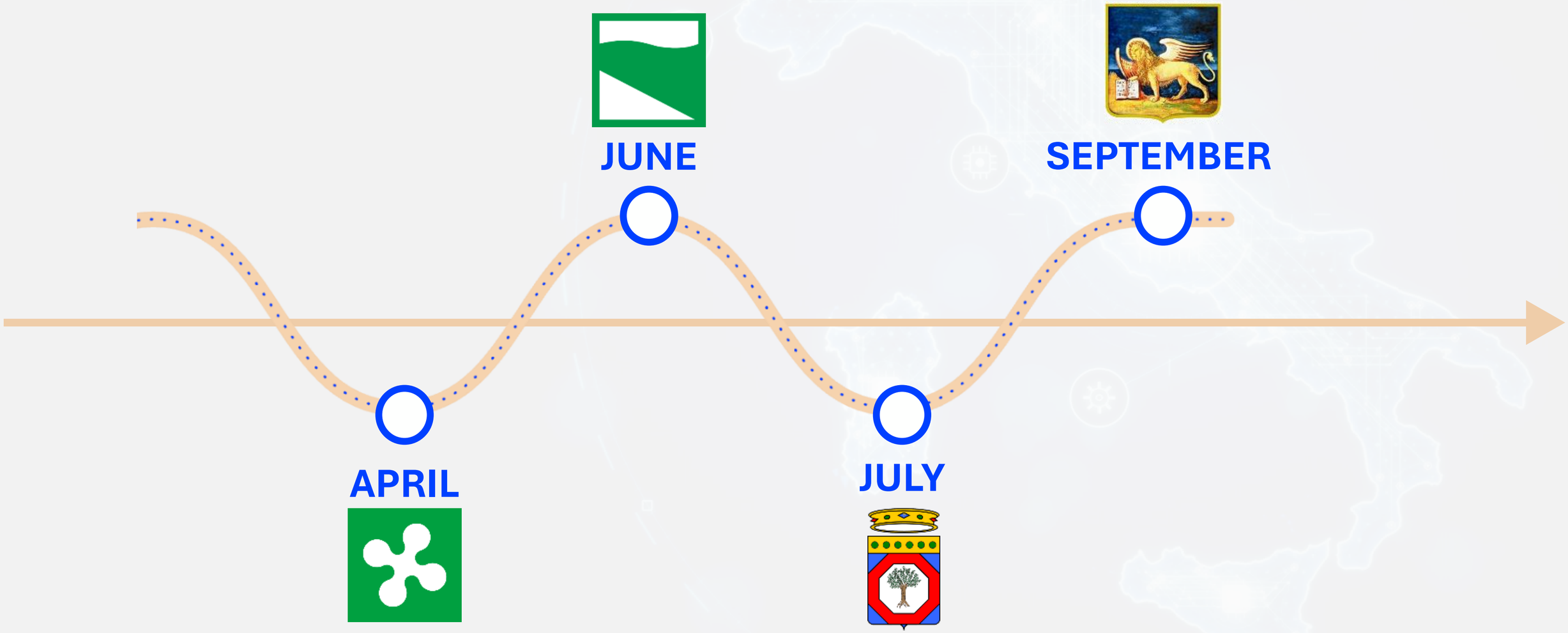


TARGET

MANAGERS, ENTREPRENEURS, SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs), INSTITUTIONS, PROFESSIONALS

INNOVATION DAYS

THE 2027 STAGES



2026 EDITION
THE NUMBERS*

123	**SPEAKERS**
21	**SPONSORS**
1.759	**REGISTERED USERS**
918	**ATTENDEES**



** Numbers updated up to Stage 5 of the ID Emilia-Romagna 2026, held on 12 November 2026*

GENDER EQUALITY

We are the first Italian publishing group to have obtained **Gender Equality certification** in accordance with **UNI/PdR 125:2022**.

This milestone was achieved in **2026** thanks to a significant shift in our corporate culture towards a more sustainable and inclusive approach.

This commitment is reflected in the way we organise the programmes for all our events.

25% WOMEN SPEAKERS

10% UNDER 50 SPEAKERS







THE TOPICS

Experts, professionals, representatives from the business world and institutions will come together to discuss the issues and sectors of greatest interest to local communities.

Topics will include:

- **AI** and its application in SMEs
- **Funding innovation** in the age of AI
- SMEs and **cyber security**
- Artificial intelligence in **automation**
- Local and national “**case studies**”



CONCEPT & FORMAT

The concept involves staging **live events** at various **regional venues** with an **in-person audience**. In the days that follow, it will be possible to **watch a stream** of the proceedings on the dedicated page of the **24 ORE Eventi website** and on the **Stream 24 channel**.
At the end of the proceedings, there will be a **networking lunch** for all participants

LIVE

Live Event: Individual talks will alternate with case study presentations and panel discussions. The journalist acting as moderator will be present at the venue, whilst the speakers will either be in attendance or joining remotely.
User registration is required.
The event can be viewed on demand on the dedicated landing page.

Duration: 3 hours



THE BUSINESS NETWORKING

At the end of the event, a **light networking lunch** will offer speakers, partners and the audience the opportunity to continue their discussions in an informal and stimulating setting.

This will be a chance **to exchange ideas and experiences**, to explore topics of particular interest in greater depth, share perspectives and make the most of the diverse expertise present.

It will also be an opportunity to **expand one’s network of contacts, strengthen professional relationships and forge new connections, bringing together different people**, realities and perspectives from which future collaborations and new opportunities for development may arise.



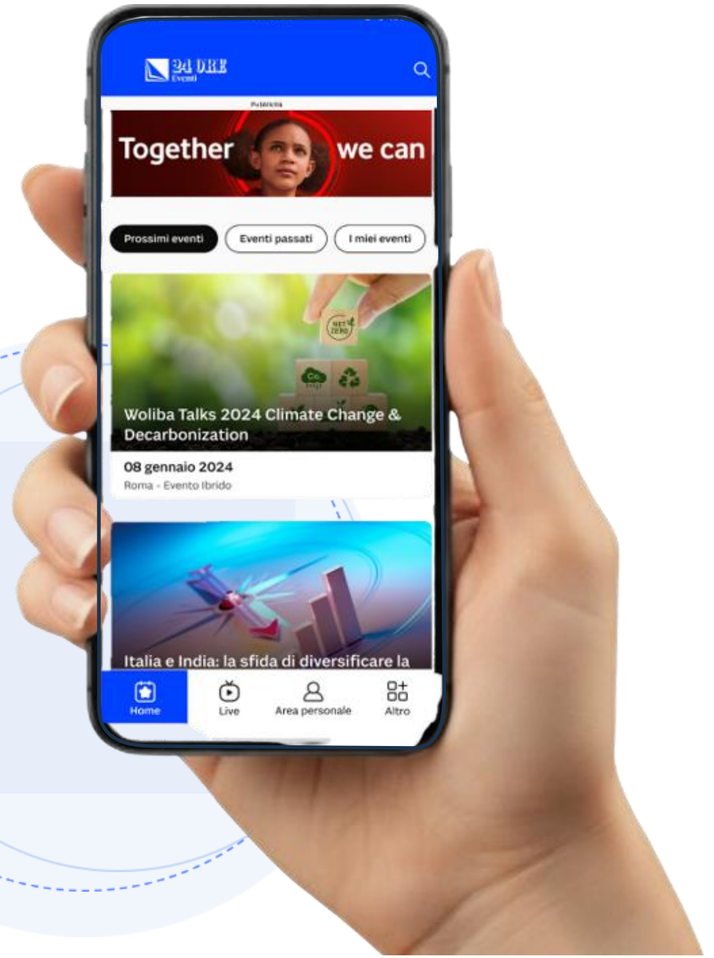
AN INTERACTIVE EXPERIENCE

Through streaming digitisation and with a director coordinating the speeches, 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.

Added to this is the possibility of introducing **live surveys**: the audience will be able to participate in real time and answer directly through the dedicated app, making the**experience even more dynamic and engaging**.



KEY BENEFITS

Simultaneous connection of **thousands of users**

Connection for **remote speakers** wherever they are (Italy/abroad)

inclusion of **Q&A sessions** (moderated chat)

WE MAKE EVERY EVENT UNIQUE

Filming with **HD cameras, guaranteed by the director**

Opportunity for **interaction with in-person audiences** (e.g. polls)



Possibility to connect **guests remotely** via a platform

Guests accompanied on stage by **graphics** and background music

Opening **theme** song of the programme

Partner logo video displayed in the waiting room

Setting up a **set** at the chosen location

COMMUNICATION CAMPAIGN

WEB & DIRECT MARKETING*

Dedicated **landing page** on the website
24oreventi.ilsole24ore.com

No. 3 Direct E-Mail Marketing (DEM) with a profiled target from the Il Sole 24 Ore database

BANNER CAMPAIGN*

MPU Box on the website
www.ilsole24ore.com
Box Format (300x250)
Duration: **1 week before the event**

ON SITE*

Venue and foyer design
Set design
Opening sequence

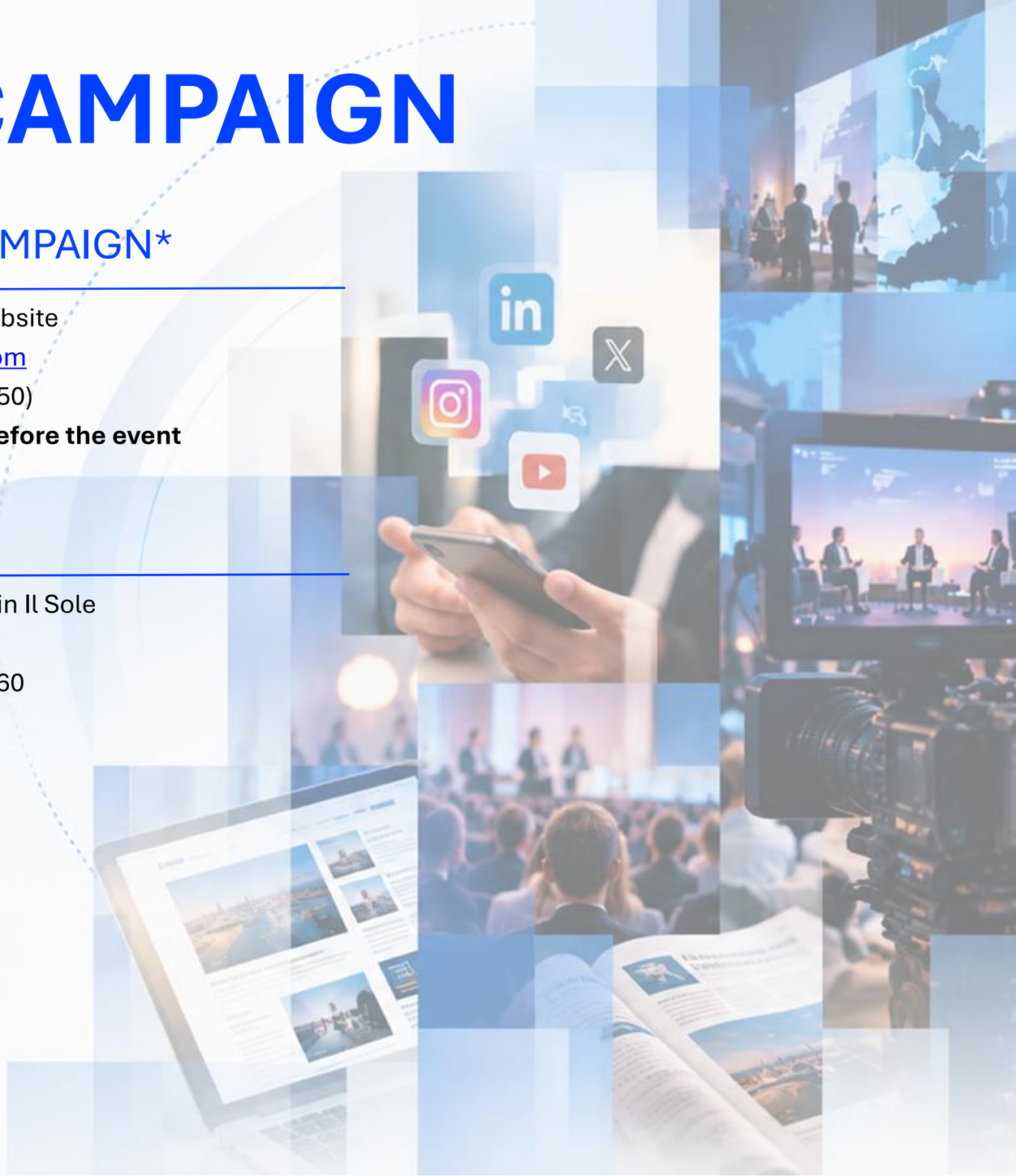
PRESS*

2 advertisements in Il Sole 24 Ore
Half-page format (60 modules, 312x222)

PERMANENT POSITIONS ON .COM

Leaderboard GIF or JPEG format (728x90)
ROS on the website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com



*Materials where the partner logo will be displayed

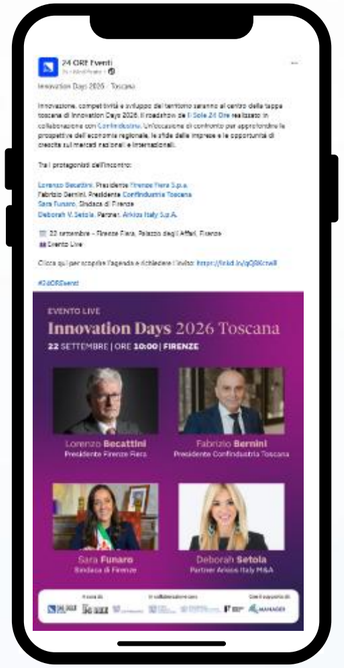
SOCIAL MEDIA COMMUNICATION

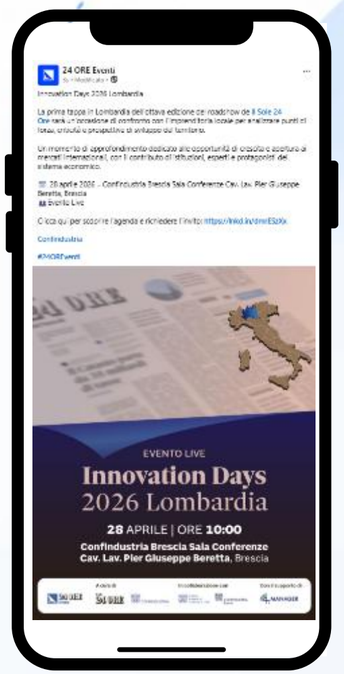
A four-week organic and sponsored campaign, featuring a strategic selection of the social media channels best suited to the event's target audience, to maximise the visibility of the message and optimise its reach and effectiveness

LAUNCHES
PRE-EVENT

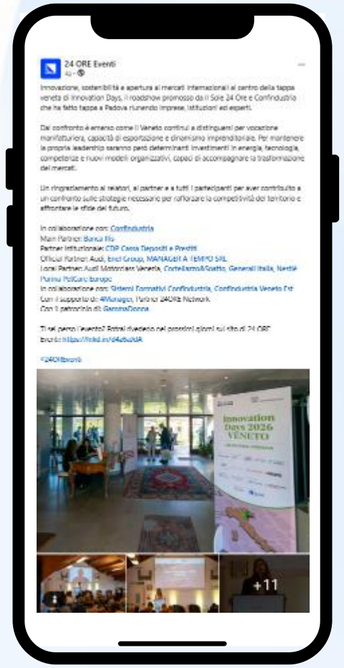


FURTHER INFORMATION
On TOPICS and SPEAKERS





GALLERY
POST-EVENT



2026 EDITION
EDITORIAL FOOTAGE


Gli Eventi del Sole
Innovation days

Toscana, export e innovazione per rafforzare il trend di crescita

Festival della luce, tra scienza ed economia


Gli Eventi del Sole
Innovation days

Veneto, la forza dell'innovazione per difendere la leadership

Export e finanza straordinaria le leve per lo sviluppo futuro


Gli Eventi del Sole
Innovation days

Lombardia, focus su energia e nuovi modelli di innovazione

Aziende caute sugli investimenti Alta l'attenzione sulla tecnologia


Gli Eventi del Sole
Innovation days

Puglia, la nuova sfida industriale tra alta tecnologia e riconversioni

Filiere produttive traino della crescita ma per le imprese margini sotto pressione

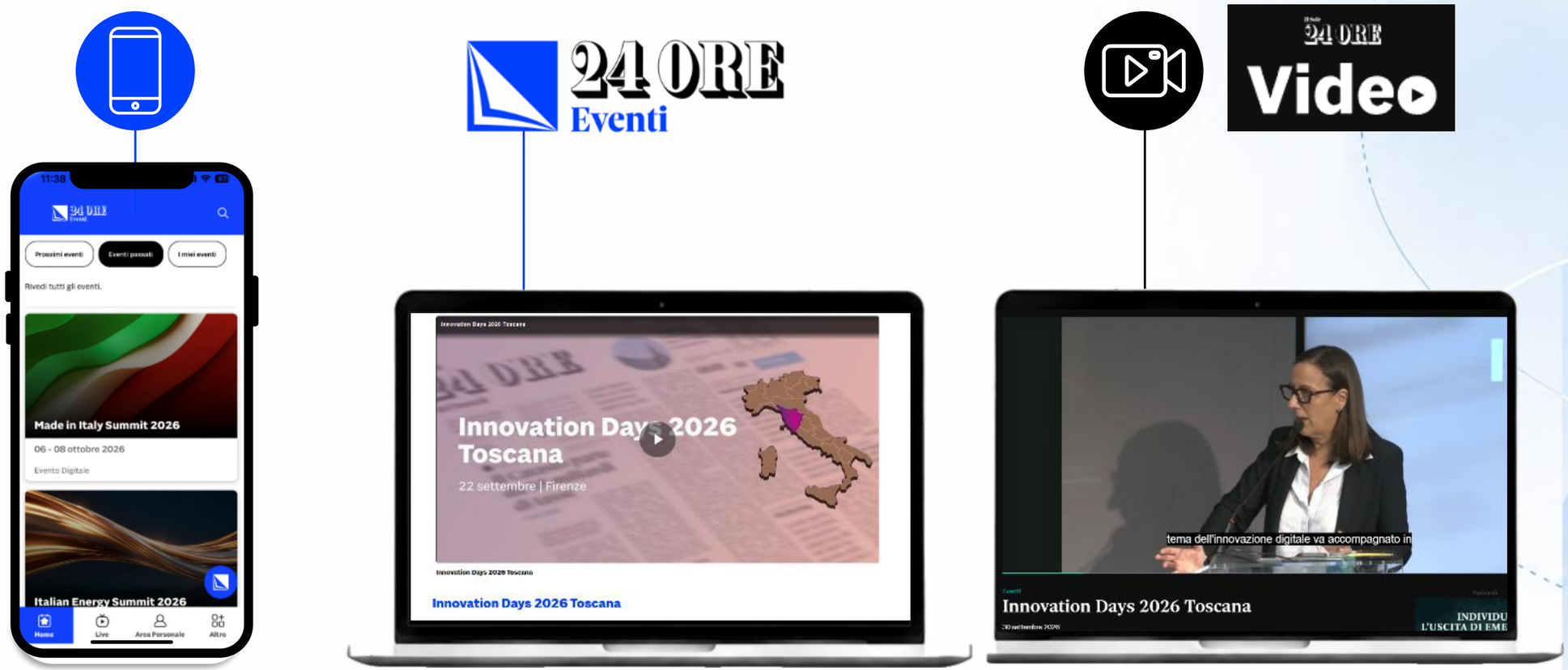
2026 EDITION
THE PARTNERS



POST-EVENT VISIBILITY /1

The full video of the event will be available:

- within the **events area** in the video section on the website ilsole24ore.com
- on the event landing page on the website **24oreventi.ilsole24ore.com**
- inside the event page, in the **‘videos and photos’ section** of our **24 ORE Eventi app**

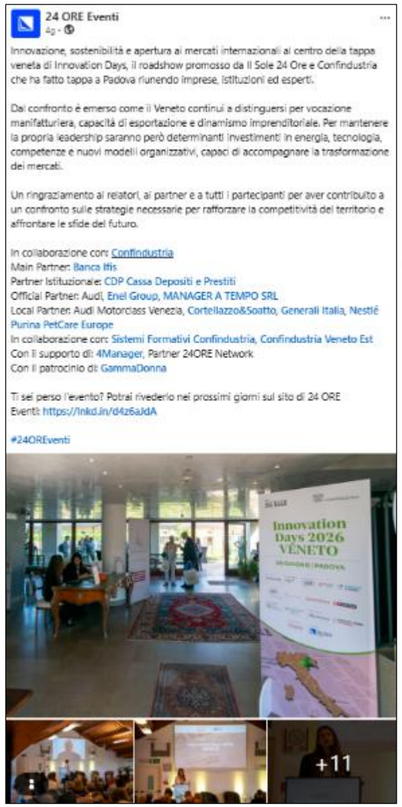


POST-EVENT VISIBILITY /2

THANK YOU EMAIL MARKETING

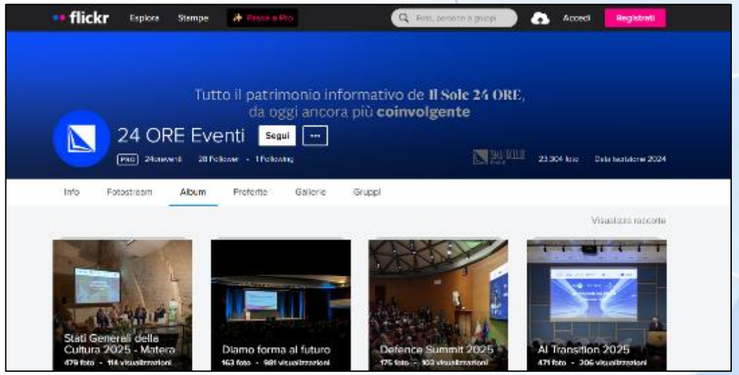


POST-EVENT SOCIAL RECAP



FLICKR

On the event page, in the **“videos and images” section**, the link to the Flickr platform with all the photos will be available.



VIDEO INTERVIEWS

Single video interviews by a journalist from Il Sole 24 Ore Radiocor and filmed during the event with **a crew** of **one cameraman** and **one 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 to share on their own channels, it will be:

- Published on **the sole24ore.com website** in the Radiocor section, at the discretion of the Editorial Team
- Re-launched on the Il Sole 24 ORE Radiocor **Linkedin** profile (160,000 followers)
- Published on the **24 ORE Eventi website**







MAIN PARTNER

FOR 4 STAGES WITH AN AD HOC FOCUS

INVESTMENT REQUIRED

€140.000 net net

Any additional activity not specified in the proposal is excluded

SPEECH

ad hoc focus by a representative of the partner + 2 case history representatives from client companies

TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)

INFORMATION MATERIAL

download of partner material from the event landing page

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

MAIN PARTNER

FOR 4 STAGES WITH AN AD HOC FOCUS

INVESTMENT REQUIRED

€120.000 net net

Any additional activity not specified in the proposal is excluded

SPEECH

one-to-one session by a partner representative

TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)

INFORMATION MATERIAL

download of partner material from the event landing page

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

OFFICIAL PARTNER

4 SESSIONS
SPEECH AS PART OF A ROUNDTABLE DISCUSSION

INVESTMENT REQUIRED
€80.000 net net
Any additional activity not specified in the proposal is excluded

SPEECH
speech in a roundtable discussion on agreed-upon topics

TICKER
insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)

INFORMATION MATERIAL
download of partner material from the event landing page

LEAD GENERATION
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO
possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY
on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT
provided to the partner, with the following KPIs: subscribers, participants, leads

LOCAL PARTNER

FOR EACH STAGE

INVESTMENT REQUIRED

€31.000 net net with video interview

€25.000 net net without video interview

Any additional activity not specified in the proposal is excluded



SPEECH

speech in a roundtable discussion on agreed-upon topics



LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



INFORMATION MATERIAL

download of partner material from the event landing page



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations



PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

SUPPORTER PARTNER

FOR EACH STAGE

INVESTMENT REQUIRED

€12.000 net net with video interview

Any additional activity not specified in the proposal is excluded

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

INFORMATION MATERIAL

download of partner material from the event landing page

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of **users subscribed** at the event



PARTICIPANTS

Number of **users connected** during the event



LEAD

File containing the **leads** that gave consent to the transfer of data to the event partner