

INVESTING IN MILAN

6th Edition



INVESTING IN MILAN



11 NOVEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

FINANCE, REAL ESTATE, BANKING
AND INSURANCE SECTORS,

FUNCTIONS: CEOs, CIOs, FOUNDERS,
PARTNERS, MANAGING DIRECTORS,
ESG MANAGERS

Milan aims at **regenerating** areas and recovering disused buildings for its transformation. What is the status of the 18 major projects underway?

The Investire in Milano event, now in its 6th edition, will be an opportunity to take stock of the city's **real estate market**. How has its face changed in the last decade, on the occasion of major international events, such as the Milan-Cortina 2026 Olympics?

Experts from the real-estate sector will discuss the themes of environmental and social **redevelopment**, overcoming the dualism between centre and periphery, and **enriching isolated urban spaces**.

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

15

**FEMALE AND MALE
SPEAKERS**

6

SPONSORS

1.160

**REGISTERED
USERS**

1.250

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
Box format (300x250)
Duration: **1 week before the event**

* WEB & DIRECT MARKETING

Dedicated **landing page** on
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
- **Box Brand Connect** ROS at
www.ilsole24ore.com

THE 2024 EDITION: COMMUNICATION

DEM

Investire in Milano 2024

24 ORE SYSTEM

6 NOVEMBRE | ORE 10.00
Viale Sarca 223 - Auditorium Il Sole 24 Ore

EVENTO LIVE & DIGITAL

Qual è lo stato dell'arte del mercato real-estate in Italia? Il 6 di novembre, con i principali esperti nel real-estate, imprenditori, finanziatori, architetti, scopriremo quali sono i vantaggi di investire nelle metropoli. Verrà fatta un'analisi sui diversi indicatori che ci suggeriscono essere il capoluogo lombardo un ambiente economico favorevole e strategico per gli investimenti. Il Summit si apre con l'intervista all'Assessore alla Rigenerazione Urbana del Comune di Milano, **Giancarlo Tancredi**.

SCOPRI DI PIÙ

RELATORI

- Luca Bernini, CEO di DILS
- Gianni Di Stefano, CEO di REALSTEP
- Mauro Tancredi, CEO di ARDIAN
- Paola Tancredi, CEO di COLLIERS

SCOPRI DI PIÙ

24 ORE SYSTEM

24 ORE

Official Partner

DILS **ARDIAN** **Borio Mangiarotti** **Colliers** **nh00d** **REALSTEP**

Half page ADV

Investire in Milano 2024

24 ORE EVENTI

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Norme & Tributi
Previdenza

Casse di previdenza, attivo a quota 114,1 miliardi

Reporto Cosp 2023

La redditività tocca il 9% per avvocati e dottori commercialisti

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24 ORE
EVENTI

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 24oreventi.ilsole24ore.com



Il Sole **24 ORE**
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 **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
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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
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EVENT PARTNER

INVESTMENT REQUIRED

€ 16.000 net with video interview
€ 10.000 net without video interview

VISIBILITY ON EVENT COMMUNICATION

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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