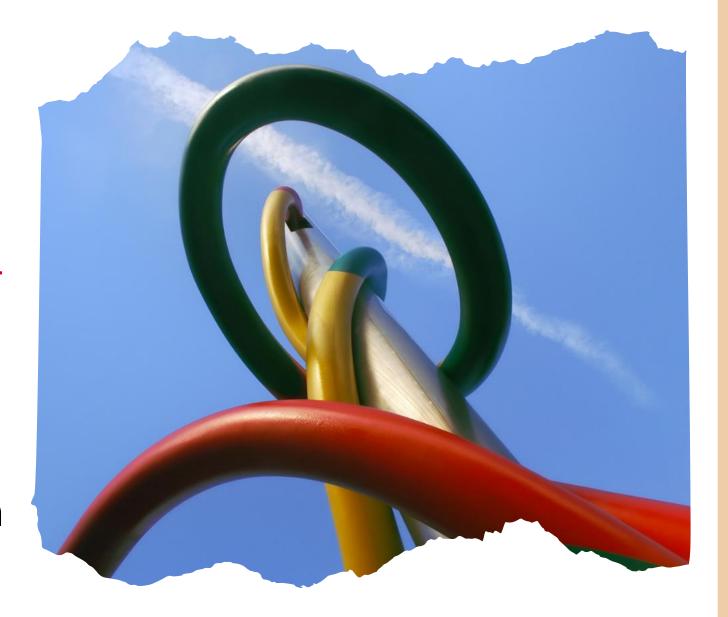


## INVESTING IN MILAN

**6th Edition** 





## INVESTING IN MILAN



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

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.







15 FEMALE AND MALE SPEAKERS

6 SPONSORS

1.160

REGISTERED USERS

1.250

**PARTICIPANTS** 





# CONCEPT & FORMAT

#### **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 & 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







# AN INTERACTIVE EXPERIENCE

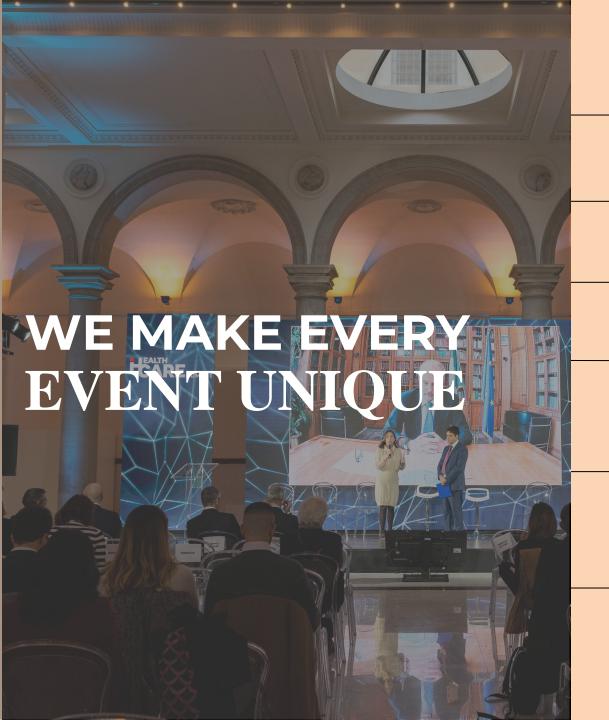
Through digitised streaming and with a director coordinating the interventions, live events can be **transformed** into **interactive streaming events**.

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 II 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 <u>www.ilsole24ore.com</u>
- 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 24 ORE Eventi website
- Amplified via social media by 24 ORE Eventi





## MAIN PARTNER

### **INVESTMENT REQUIRED**

€ 35.000 net with video interview € 30.000 net without video interview

### REALIZATION OF AD HOC SESSION

- **SPEECHES:** 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**

€ 30.000 net with video interview € 25.000 net without video interview

### **ONE-TO-ONE INTERVENTION**

- SPEECHES: 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
- INFORMATION MATERIAL: post-event download of partner material from the event landing page
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## OFFICIAL PARTNER

### **INVESTMENT REQUIRED**

€ 20.000 net with video interview € 15.000 net without video interview

### SPEECH AS PART OF A ROUND TABLE DISCUSSION

- SPEECHES: 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

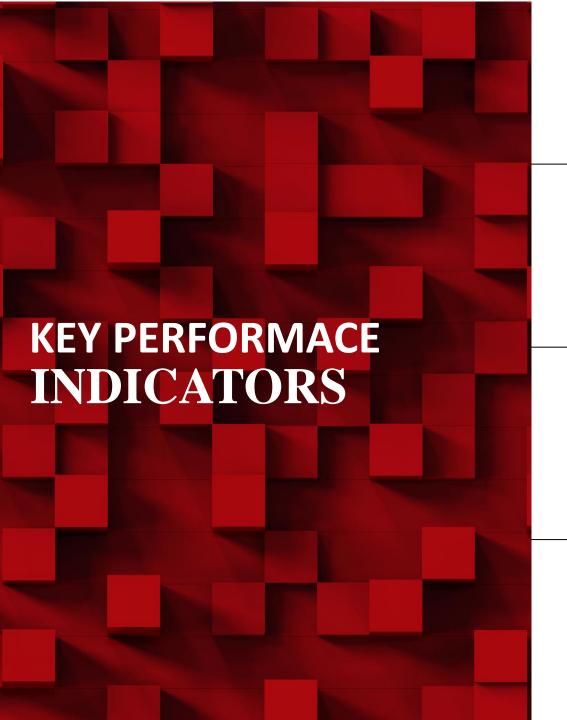
### **INVESTMENT REQUIRED**

€ 15.000 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)





### 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

