

# **INVESTING IN ROME**

**4th Edition**





## TARGET

FINANCE, REAL ESTATE, BANKING  
AND INSURANCE,

FUNCTIONS: CEO, CIO, FOUNDER,  
PARTNER, MANAGING DIRECTOR,  
ESG MANAGERS

# INVESTING IN ROME



17 JUNE 2025



ROME

• LIVE AND DIGITAL

**ROME**, the Serie A of the World Capitals as it was defined by Mayor Roberto Gualtieri during the second edition of Investire in Roma, is facing the major test of the 2025 Jubilee. In the presence of real-estate experts and institutional guests during the third edition of **Investire in Roma**, we will outline the situation of the real-estate market, the state of the art of the maxi 'Caput Mundi' regeneration plan (with 335 interventions) defined with PNRR funds, and the 87 works - for a total funding of 1.8 billion - resulting from Jubilee resources. The discussion will cover environment and territory, redevelopment and enhancement, with a focus on the situation of urban and suburban areas and their reconnection. Ample room will be dedicated to the **luxury and hotel segments** as well, which are appealing to the eyes of new Italian and foreign investors.



# 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.



# Investire in Roma 2024

ROMA 15 OTTOBRE 2024

A cura di  
24ORE



# 2024 EDITION THE NUMBERS

**16**  
FEMALE AND  
MALE  
SPEAKERS

**1**  
SPONSOR

**991**  
REGISTERED  
USERS

**1.100**  
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: SHOOTING EDITORIALS

Il Sole **24 ORE**

## L'EVENTO DEL SOLE



### LIVE AND DIGITAL EVENTS

#### Al via "Investire in Roma 2024"

In occasione del Giubileo 2025, Roma sta preparando un investimento da 1 miliardo di fondi e 1,8 miliardi di risorse per la realizzazione di 87 opere di riqualificazione urbana. Per fare il punto sulla situazione dei progetti in corso nella Capitale il **Sole 24 Ore** con Dils organizza la terza edizione dell'evento **Investire in Roma**, che si svolgerà a Palazzo Ripetta il 15 ottobre dalle ore 10 alle ore 13 e che potrà essere seguito sia in presenza che da remoto con registrazione su [24oreventi.ilssole24ore.com/investire-in-roma-2024/](https://24oreventi.ilssole24ore.com/investire-in-roma-2024/). L'evento vedrà dialogare esperti del settore Real Estate che analizzeranno il mercato di una città sempre più appetibile per gli investitori. Interverranno tra gli altri: Giuseppe Amitrano, Ceo di Dils, Elena Molignoni, Head of Real Estate Nomisma, Dario Valentino, Ad Investire Sgr e Roberto Gualtieri, Sindaco di Roma.

## Il Sole 24 Ore con Dils per Investire in Roma 2024 su Giubileo e hôtellerie

### L'evento di domani A Palazzo Ripetta

Il Giubileo del 2025 è alle porte e Roma si sta preparando attraverso un investimento da un miliardo di fondi giubilari e 1,8 miliardi di risorse complessive per la realizzazione di 87 opere di riqualificazione e valorizzazione urbana.

Per fare il punto sulla situazione dei progetti in corso nella Capitale, il **Sole 24 Ore** con Dils organizza la terza edizione dell'evento **Investire in Roma**.

L'evento - che si svolgerà a Palazzo Ripetta il 15 ottobre dalle ore 10 alle ore 13 e che potrà essere seguito sia in presenza che da remoto (previa registrazione su [24oreventi.ilssole24ore.com/investire-in-roma-2024/](https://24oreventi.ilssole24ore.com/investire-in-roma-2024/)) - vedrà confrontarsi esperti del settore Real Estate che analizzeranno il mercato immobiliare di una città che risulta essere sempre più appetibile agli occhi di nuovi investitori italiani e stranieri, offrendo un quadro dei nuovi trend del comparto residenziale e degli orientamenti strategici di quello del lusso nel campo dell'hôtellerie, tra nuove aperture e consolidamenti.

Lavori del convegno, aperti dal direttore del **Sole 24 Ore**, **Fabio Tamburini**, prenderanno le mosse da un intervento di scenario a cura di Elena Molignoni, head of Real Estate Nomisma, che offrirà una panoramica dei progetti in corso a Roma, tra Giubileo e grandi investimenti.

Seguirà un focus sul futuro di

Roma tra rigenerazione urbana e sviluppo sostenibile: dopo l'intervento del ceo di Dils Giuseppe Amitrano, ne discuteranno Giovanni Maria Benucci, ceo di Fabrica Immobiliare Sgr, Emanuele Caniglia, amministratore delegato DECA Capital Real Estate Sgr Spa, Matteo Minardi, head of Real Estate Italy & managing director Ardian, Barbara Polito, head of Asset Management, Miria Asset Management Ltd - Italian branch, e Dario Valentino, amministratore delegato Investire Sgr.

Dopo la tavola rotonda, alle 11.20 si terrà l'intervento istituzionale del

**Dalle 10 potrà essere seguito sia in presenza che da remoto (previa registrazione sul sito 24oreventi)**

Sindaco di Roma, Roberto Gualtieri. **Investire in Roma** si chiuderà con un approfondimento sul mercato degli hotel di lusso, tra nuove aperture e consolidamenti.

Dopo l'intervento introduttivo di Francesco Oefaki, chief development officer Mandarin Oriental, se ne parlerà - per l'ultimo panel della giornata - con Pietro Croce, fondatore e amministratore delegato Merop Asset Management, Fabrizio Gaggio, co-ceo e asset director Starhotels, Cristina Pagni, amministratore delegato di LHM Hotel Management Company, Filippo Papa, director, development Italy Marriott International, e Francesca Tozzi, general manager Six Senses Roma.

© 2024 24 ORE EVENTI



# 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](https://ilsole24ore.com)
- on the event **landing page** at [24oreeventi.ilsole24ore.com](https://24oreeventi.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

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

### REALISATION 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
- **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)



# 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)

# 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