

INVESTING IN ROME

4th Edition





INVESTING IN ROME



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

We are the first Italian publishing group to be **certified on Gender Equality** according to UNI/PdR 125:2022.

10% SPEAKERS UNDER 50 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.









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.

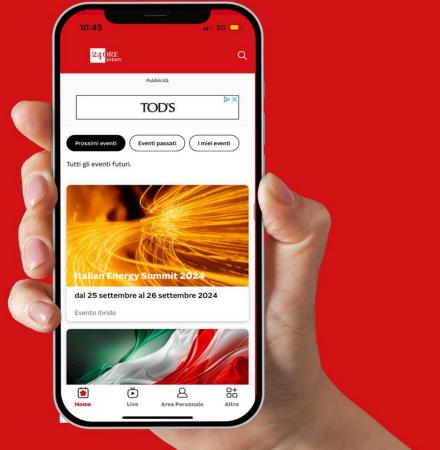
DURATION

about 3 hours



CONCEPT & FORMAT





AN INTERACTIVE EXPERIENCE

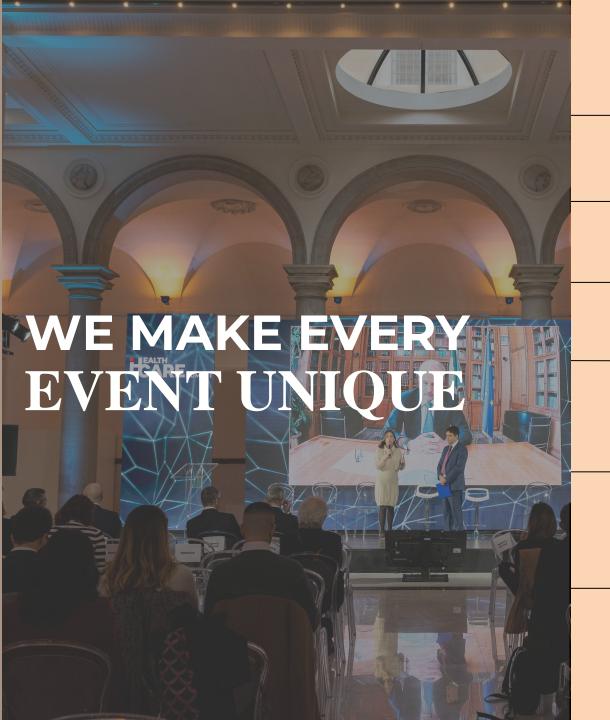
Through digitised streaming and with a director coordinating the interventions, live events can be **transformed** into **interactive streaming events**.

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**



- 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









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.ilsole24ore.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

l Giubileo del 2025 è alle porte e Roma si stapreparando attraversoun investiment oda un miliardodi fondi giubilari en 8 miliardi di risorse complessive per la realizzazionedi 87 operedi 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 si terra l'intervento istituzionale del

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.ilsole24ore.com/investire-in-roma-2024/) - vedrá confrontarsi esperti del settore Real Sindaco di Roma, Roberto Gualtieri. Estate che analizzeranno il mercasulta essere sempre più appetibile agli occhi di nuovi investitori ita- aperture e consolidamenti. liani e stranieri, offrendo un quadro dei nuovi trend del comparto di Francesco Cefalù, chief deveresidenziale e degli orientamenti strategici di quello del lusso nel campo dell'hôtellerie, tra nuove nel della giornata - con Pietro Croaperture e consolidamenti.

direttore del Sole 24 Ore, Fabio Real Estate Nomisma, che offrirà una panoramica dei progetti in di 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 Ser, Emanuele Caniggia. amministratore delegato DeA Capital Real Estate Ser Spa, Matteo Minardi, head of Real Estate Italy & managing director Ardian, Barbara Polito, head of Asset Management, Miria Asset Management Ltd - Italtan branch, e Dario Valentino, amministratore delegato Investire Sgr.

Dopo la tavola rotonda, alle 11.20



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

Investire in Roma st chinderà to immobiliare di una città che ri- con un approfondimento sul mercato degli hotel di lusso, tra nuove

Dopo l'intervento introduttivo Topment officer Mandarin Oriental, se ne parlerà - per l'ultimo pace, fondatore e amministratore Havori del convegno, aperti dal delegato Merope Asset Management, Fabrizio Gaggio, co-ceo e Tamburini, prenderanno le mos-asset director Starhotels, Cristina se da un intervento di scenario a Paini, amministratore delegato di cura di Elena Molignoni, head of LHM Hotel Management Company, Filippo Papa, director, development Italy Marriott Internatiocorso a Roma, tra Giubileo e gran-nal, e Francesca Tozzi, general manager Six Senses Roma.



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 T

Single video interviews by a journalist from II 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)
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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
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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
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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

