

JOB EVOLUTION

2nd Edition



JOB EVOLUTION



14 OCTOBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

HR, CEOs,
ENTREPRENEURS, INVESTORS,
GENERAL MANAGERS, BIG TECH,
START-UPS AND COMPANIES,
TRAINING SCHOOLS,
FOUNDATIONS AND LABOUR
CONSULTING
FIRMS

After the **success** of the first edition, the Sole 24 Ore event dedicated to how the world of **work** is changing returns in 2025.

New professions, training, but also the importance of increasing **wages** and keeping workers' **rights** alive for real growth not only of companies but of the entire country system. Institutions, companies, and Italian and international experts will discuss the crucial current issues in an event dedicated to the most important aspect for the **future of a nation**.

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

43
FEMALE AND MALE
SPEAKERS

9
SPONSORS

1,430
REGISTERED
USERS

1,840
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

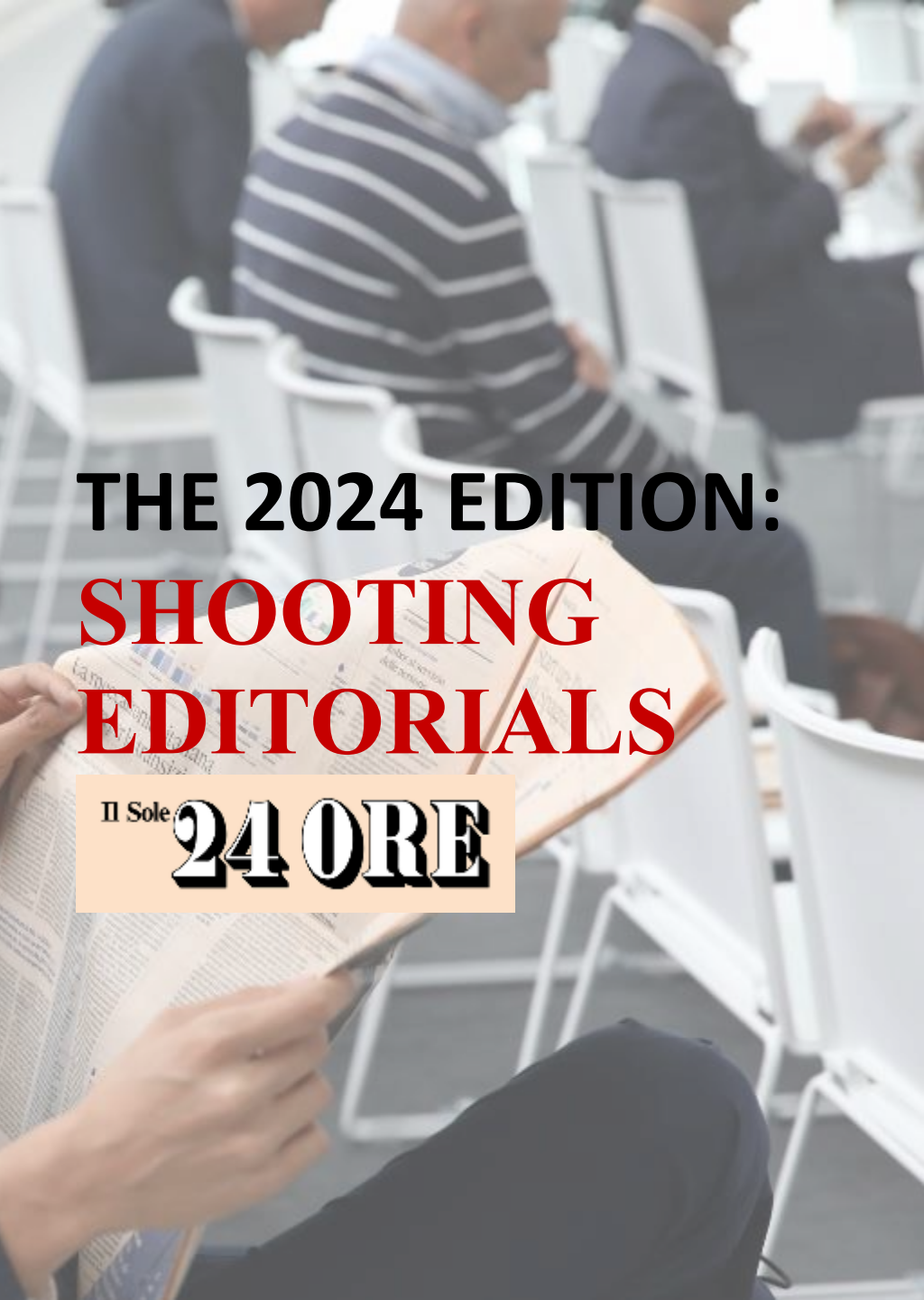
THE 2024 EDITION: COMMUNICATION

DEM



Half page ADV





THE 2024 EDITION: SHOOTING EDITORIALS

Il Sole **24 ORE**

IL 9 OTTOBRE L'EVENTO IL SOLE 24 ORE

A Job evolution i futuri scenari con ministri, manager e accademici

Per capire quali saranno gli scenari futuri del lavoro, l'evento prevede il meeting di settore di Milano. Si parlerà della "Visione Strategica Lavoro" di Vittorio Colaninno, "Job evolution" l'evento organizzato da Sole 24 Ore, vede infatti un dibattito per imprese, istituzioni, pubblica amministrazione e lavoratori, per un mercato del lavoro in continua evoluzione. Il dibattito sarà moderato da Roberto Colaninno, Presidente della Confcommercio, e sarà preceduto da un aperitivo con la partecipazione di ministri, manager e accademici. L'evento sarà organizzato in presenza del direttore generale di Sole 24 Ore, Roberto Colaninno, e sarà moderato da Vittorio Colaninno, Presidente della Confcommercio. Il dibattito sarà preceduto da un aperitivo con la partecipazione di ministri, manager e accademici. L'evento sarà organizzato in presenza del direttore generale di Sole 24 Ore, Roberto Colaninno, e sarà moderato da Vittorio Colaninno, Presidente della Confcommercio. Il dibattito sarà preceduto da un aperitivo con la partecipazione di ministri, manager e accademici. L'evento sarà organizzato in presenza del direttore generale di Sole 24 Ore, Roberto Colaninno, e sarà moderato da Vittorio Colaninno, Presidente della Confcommercio.

The screenshot shows the event page for 'Il Sole 24 Ore' on October 9th. The main headline is 'Un patto con le parti sociali per il lavoro del futuro'. Below the headline is a grid of speakers, each with a small portrait and a brief bio. The speakers include: Roberto Colaninno (Presidente Confcommercio), Vittorio Colaninno (Direttore Generale Sole 24 Ore), and various other industry and academic figures. The page layout is clean and professional, with a focus on the list of participants.

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**



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
- **TICKER:** insertion of a promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
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EVENT PARTNER

INVESTMENT REQUIRED

€ 16.000 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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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