JOB EVOLUTION 2027

4^ EDITION

24 ORE Eventi



EVENT OVERVIEW

OCTOBER 27 | **MILAN** | **LIVE AND DIGITAL**

Artificial intelligence, demographic decline and the new expectations of younger generations: the **Italian labor market** is changing faster than ever. Companies are looking for increasingly skilled profiles, many professions are being transformed and new ones are emerging.
Bridging the gap between the skills companies need and those available calls for **continuous learning**, closer collaboration between businesses and the education sector, and a new corporate culture that puts people at the center.

This fourth edition of **Job Evolution**, **Il Sole 24 Ore**'s event entirely devoted to the changing world of work, brings together institutions, businesses and experts to discuss **the role of companies** in the country's economic system, **strategies to attract and develop talent**, and solutions to **match labor supply and demand.**



TARGET

HR, CEOS, ENTREPRENEURS, INVESTORS, GENERAL MANAGERS, BIG TECH, STARTUPS & COMPANIES, TRAINING SCHOOLS, FOUNDATIONS AND LABOR CONSULTING FIRMS

2026 EDITION
THE NUMBERS

19	SPEAKERS
10	PARTNERS
1.017	REGISTERED USERS
1.680	ATTENDEES



GENDER EQUALITY

We are the first Italian publishing group to have obtained **Gender Equality certification** in accordance with **UNI/PdR 125:2022**.

This milestone was achieved in **2026** thanks to a significant shift in our corporate culture towards a more sustainable and inclusive approach.

This commitment is reflected in the way we organise the programmes for all our events.

25% WOMEN SPEAKERS

10% UNDER 50 SPEAKERS







CONCEPT & FORMAT

An event with an **in-person** audience, broadcast via **live streaming.** The format alternates individual talks, research presentations, round tables and, where applicable, remote or pre-recorded contributions. A **Q&A session** may also be included.

LIVE & DIGITAL

Live & Digital event: attendance in person or via the platform.
User registration required.
The event can be watched again on demand on the dedicated landing page.

Duration: 3 hours



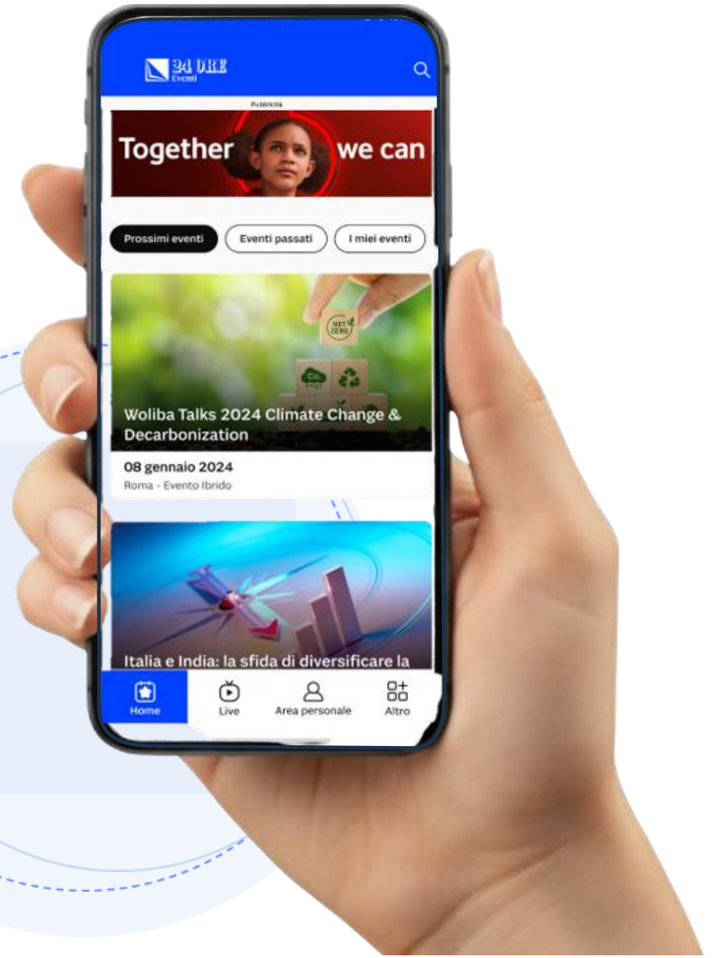
AN INTERACTIVE EXPERIENCE

Through streaming technology and a production team coordinating the speeches, live events can be **transformed** into **interactive streaming events.**

Registered attendees will have access to a dedicated entry page with a customized player, delivering a cross-screen, cross-device video stream optimized in real time for any display.

The stream allows for the scheduled insertion of videos and detailed images supporting the speakers' presentations.

On top of this, **live polls** can be introduced: the audience can take part in real time and respond directly via the dedicated app, making the **experience even more dynamic and engaging**.



KEY BENEFITS

Simultaneous connection of **thousands of users**

Connection for **remote speakers** wherever they are (Italy/abroad)

inclusion of **Q&A sessions** (moderated chat)

WE MAKE EVERY EVENT UNIQUE

Filming with **HD cameras, guaranteed by the director**

Opportunity for **interaction with both in-person and remote audiences** (e.g. polls)



Possibility to connect **guests remotely** via a platform

Guests accompanied on stage by **graphics** and background music

Opening **theme** song of the programme

Partner logo video displayed in the waiting room

Setting up a **set** at the chosen location

COMMUNICATION CAMPAIGN

WEB & DIRECT MARKETING*

Dedicated **landing page** on the website
24oreventi.ilsole24ore.com

No. 3 Direct E-Mail Marketing (DEM) with a profiled target from the Il Sole 24 Ore database

BANNER CAMPAIGN*

MPU Box on the website
www.ilsole24ore.com
Box Format (300x250)
Duration: **1 week before the event**

ON SITE*

Venue and foyer design
Set design
Opening sequence

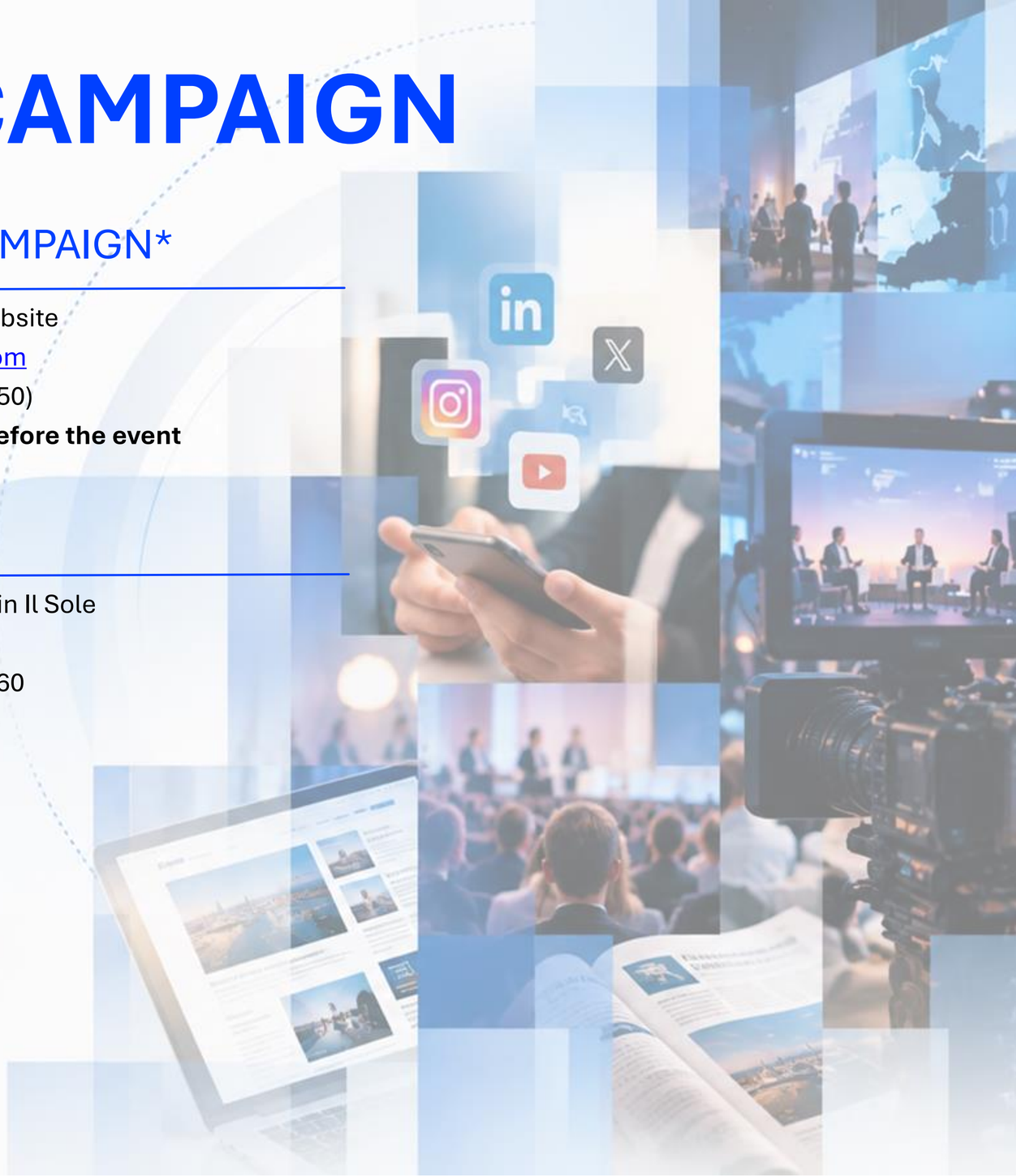
PRESS*

2 advertisements in Il Sole 24 Ore
Half-page format (60 modules, 312x222)

PERMANENT POSITIONS ON .COM

Leaderboard GIF or JPEG format (728x90)
ROS on the website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com



*Materials where the partner logo will be displayed

SOCIAL MEDIA COMMUNICATION

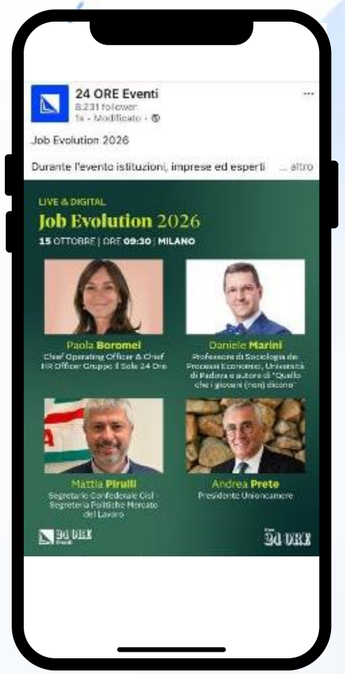
A four-week organic and sponsored campaign, featuring a strategic selection of the social media channels best suited to the event's target audience, to maximise the visibility of the message and optimise its reach and effectiveness

LAUNCHES
PRE-EVENT



FURTHER INFORMATION
On TOPICS and SPEAKERS





GALLERY
POST-EVENT



2026 EDITION
EDITORIAL COVERAGE



IN PROGRAMMA A JOB EVOLUTION 2026

Il racconto del futuro tra competenze, AI e partecipazione

Nel 2025 i dati Istat hanno confermato un buon andamento dell'occupazione, nonostante la diffusione del digitale e dell'automazione, segno che la contrapposizione, molto temuta e messa semplicemente in relazione con la riduzione dei fabbisogni occupazionali, necessita di una lettura più complessa. Evolutiva. È proprio questo lo spirito di Job Evolution, l'evento del Gruppo Il Sole 24 ORE che è arrivato alla terza edizione e viene dedicato all'evoluzione del mondo del lavoro. Si terrà domani mattina all'Auditorium Il Sole 24 Ore di Milano, in formato live e digital (per partecipare occorre registrarsi alla pagina dell'evento: http://240reventi.com/joboevolution2026).

L'appuntamento riunirà istituzioni, imprese, mondo accademico ed esperti per analizzare le trasformazioni che stanno ridefinendo il mercato del lavoro e per individuare le strategie necessarie per colmare il divario tra domanda e offerta di competenze ancora molto forte nel nostro Paese (si veda altro articolo in pagina).

La dinamica occupazionale da un lato apre nuove opportunità, dall'altro impone alle imprese la ricerca di professionalità sempre più qualificate, investimenti costanti nella formazione e una collaborazione più stretta con università e percorsi tecnico-professionalizzanti, dagli Its Academy ai licei tecnologici, alla nuova e innovativa filiera 4+2 (quattro anni di scuola superiore più due anni negli Its Academy). In questo scenario, Job Evolution è diventato un appuntamento dove ci si confronta per riflettere sul come valorizzare il capitale umano e accompagnare le aziende nella sfida della competitività e dell'innovazione.

I lavori della giornata saranno aperti alle 9.30 da Fabio Tamburini, direttore de Il Sole 24 Ore, e da Federico Silvestri, amministratore delegato del Gruppo Il Sole 24 ORE. Il racconto del mercato occupazionale sarà affidato a Andrea Prete, presidente di Unioncamere, che presenterà dati, tendenze e prospettive sui settori in crescita e sulle professionalità maggiormente ricercate dalle imprese.

Uno dei temi centrali della mattinata sarà la necessità di rafforzare il dialogo tra sistema produttivo e formazione. Ne discuteranno Alda Paola Baldi, Global People Management, Group Change and Future Skills di Enel, Cristina Prandi, rettrice dell'Università di Torino, e Guido Torrielli, presidente della Rete Nazionale ITS Italy. Il tema dello sviluppo delle competenze e della valorizzazione dei talenti sarà poi approfondito da Francesca Stacchiotti, Chief People, Culture & Transformation Officer del Gruppo FS.

Ampio spazio sarà dedicato al rapporto tra imprese e giovani generazioni. Dopo l'intervento di Benedetta Angiello, Head of Community di UniversityBox, si confronteranno Paola Boromei, Chief Operating Officer & Chief HR Officer del Gruppo Il Sole 24 ORE, Stefano Colagrossi, Director People & Culture di Philip Morris Italia, Daniele Marini, professore di Sociologia dei Processi Economici dell'Università di Padova, e Monica Onofri, HR Director di FSI. A seguire, Margherita Treves, Head of HR Corporate & EU e Vice President di Dompé Farmaceutici, affronterà il tema generazionale e l'evoluzione delle aspettative dei lavoratori più giovani, raccontando anche un progetto, Talent window, realizzato con un gruppo di imprese di diversi settori.

La seconda parte dell'evento affronterà l'impatto dell'intelligenza artificiale e delle nuove tecnologie sulla cultura d'impresa e sulla gestione delle persone. A discuterne saranno Laura Bruno, consigliera nazionale di AIDP, Lorenzo Fariselli, Regional Network Director di Six Seconds Europe & Italy, Francesco Rotondi, Founding e Managing Partner di LABLAW Rotondi & Partners, e Michela Porcaro, People Management, Industrial Relations & HSE Director di SIAE. Le conclusioni del confronto saranno affidate a Pierangelo Albini, direttore Area Lavoro, Welfare e Capitale Umano di Confindustria.

A chiudere la mattinata saranno due interviste sul valore strategico delle persone per la crescita delle organizzazioni. La prima a Mauro Ghilardi, direttore People & Transformation di A2A, che interverrà sul tema dell'engagement e della valorizzazione del capitale umano, mentre quella conclusiva vedrà protagonista Mattia Pirulli, segretario confederale della Cisl per le Politiche del Mercato del Lavoro, chiamato a tracciare una prospettiva sull'evoluzione del lavoro e dei lavoratori nell'economia del futuro.



Gli Eventi del Sole
Job evolution

Demografia, AI e competenze: le sfide del lavoro per le imprese

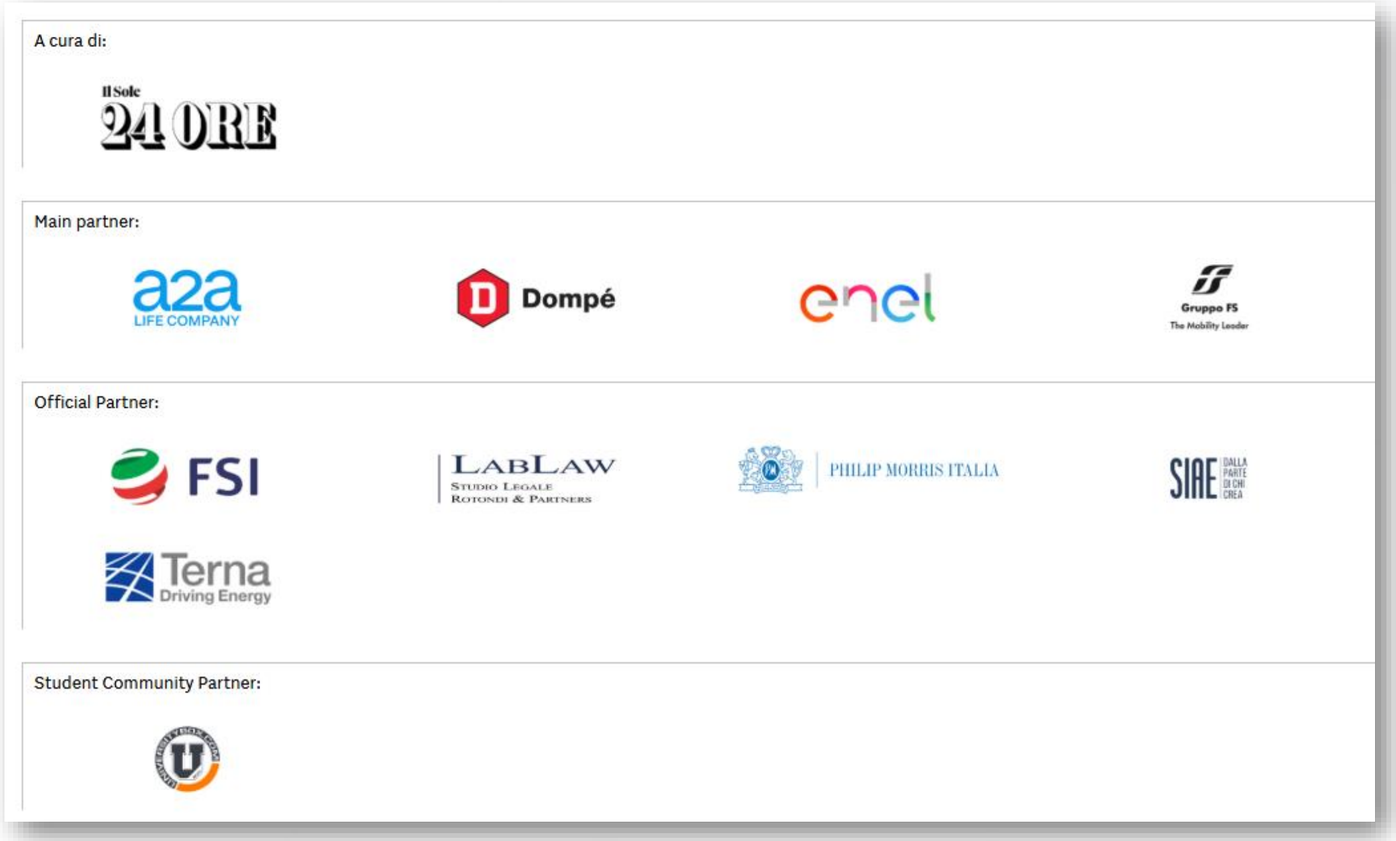
Tra i protagonisti

1.600

Asse tra formazione e aziende per sostenere l'innovazione

I lavoratori chiedono coinvolgimento e benessere

2026 EDITION
THE PARTNERS



POST-EVENT VISIBILITY/1

The full video of the event will be available:

- within the **events area** in the video section on the website ilsole24ore.com
- on the event landing page on the website **24oreventi.ilsole24ore.com**
- inside the event page, in the **‘videos and photos’ section** of our **24 ORE Eventi app**



POST-EVENT VISIBILITY/2

THANK-YOU MARKETING EMAIL

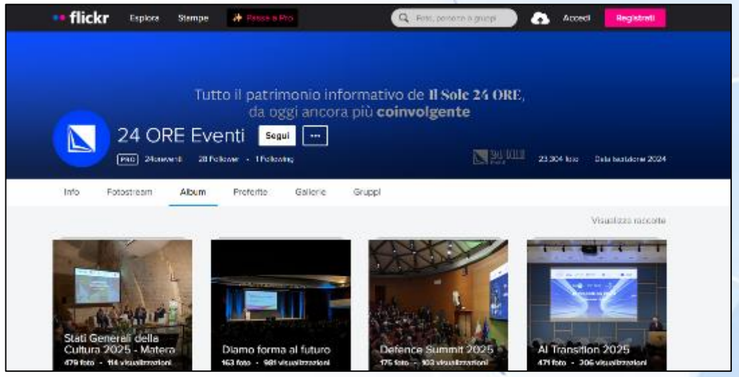


POST-EVENT SOCIAL RECAP



FLICKR

On the event page, in the **“videos and images” section**, the link to the Flickr platform with all the photos will be available.



VIDEO INTERVIEWS

Single video interviews by a journalist from Il Sole 24 Ore Radiocor and filmed during the event with **a crew** of **one cameraman** and **one 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 to share on their own channels, it will be:

- Published on **the sole24ore.com website** in the Radiocor section, at the discretion of the Editorial Team
- Re-launched on the Il Sole 24 ORE Radiocor **Linkedin** profile (160,000 followers)
- Published on the **24 ORE Eventi website**



MAIN PARTNER

CREATION OF AN AD HOC FOCUS

INVESTMENT REQUIRED

€36.000 net net with video interview

€30.000 net net without video interview

SPEECH

ad hoc focus by a representative of the partner + 2 case history representatives from client companies

TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)

INFORMATION MATERIAL

download of partner material from the event landing page

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

MAIN PARTNER

ONE TO ONE SESSION

INVESTMENT REQUIRED

€31.000 net net with video interview

€25.000 net net without video interview

SPEECH
one-to-one session by a partner representative

TICKER
insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)

INFORMATION MATERIAL
download of partner material from the event landing page

LEAD GENERATION
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO
possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY
on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT
provided to the partner, with the following KPIs: subscribers, participants, leads

OFFICIAL PARTNER

SPEECH AS PART OF A ROUNDTABLE DISCUSSION

INVESTMENT REQUIRED

€21.000 net net with video interview

€15.000 net net without video interview

SPEECH
speech in a roundtable discussion on agreed-upon topics

TICKER
insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)

INFORMATION MATERIAL
download of partner material from the event landing page

LEAD GENERATION
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO
possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY
on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT
provided to the partner, with the following KPIs: subscribers, participants, leads

EVENT PARTNER

VISIBILITY ON EVENT COMMUNICATION

INVESTMENT REQUIRED

€12.000 net net with video interview

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

INFORMATION MATERIAL

download of partner material from the event landing page

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of **users subscribed** for the event



PARTICIPANTS

Number of **users connected** during the event



LEADS

File containing the **leads** who consented to their data being shared with the event Partner