

24ORE
EVENTI

LOGISTICS DAY

1[^] Edition



NEW

NEW



TARGET

PEOPLE WORKING IN LOGISTICS,
TRANSPORTATION, IT DIGITISATION,
LABOUR CONSULTANTS,
ACCOUNTANTS, LAWYERS, CEO & HR

LOGISTICS DAY



25 JUNE 2025



MILAN

• LIVE AND DIGITAL

Italian logistics is a constantly growing and transforming sector whose importance for the country became apparent during the Covid-19 pandemic and the conflicts in Ukraine and the Middle East. The event aims to examine the trends and challenges that the sector is currently facing and will face in the future within a geopolitical context that combines ongoing conflicts with the new customs policy introduced by Donald Trump's USA. Particular attention will be paid to **technological innovation, Artificial Intelligence** above all, as a support for companies to counter rising costs and optimise processes, compliance with **ESG parameters** now required by law, **staff shortages** and **workforce management and training**. Finally, an in-depth examination of the various **regulatory frameworks governing the sector** will be undertaken, starting with the Logistics Contract.

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.



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

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



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

€ 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
- **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

€ 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)
- **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

€ 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
- **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