PRIVATE EQUITY DAYS 2027

2^ EDITION



EVENT OVERVIEW

25 FEBRUARY
18 MARCH
28 APRIL

VENETO
EMILIA-ROMAGNA
LOMBARDY

LIVE

In 2027 **Private Equity Days returns for its second edition**: an Il Sole 24 Ore initiative that puts the spotlight on private equity and on the contribution of financial investors to the growth of Italian companies.

For Italian companies, which are often small and medium-sized, growing today **means taking on international markets, new investments and the need to strengthen their structure**. In this scenario**, risk capital is no longer just a source of funding, but an ally** that supports companies in their strategic choices.

Three stops in cities that symbolise Italian entrepreneurship, where industry players, entrepreneurs and institutional stakeholders discuss the most effective financial levers to support expansion, internationalisation and growth in scale.

TARGET

PE AND VC FUNDS, INSTITUTIONAL INVESTORS AND FAMILY OFFICES, SME OWNERS AND SHAREHOLDERS, CEOs AND TOP MANAGERS, INVESTMENT BANKERS, M&A ADVISORS, LAW AND CONSULTING FIRMS, INSTITUTIONAL REPRESENTATIVES, TRADE ASSOCIATIONS AND ECONOMIC AND FINANCIAL STAKEHOLDERS

2026 EDITION

THE NUMBERS*

54	SPEAKER
11	PARTNERS
1.303	REGISTERED USERS
610	ATTENDEES



** Figures for the first 3 stops*

GENDER EQUALITY

We are the first Italian publishing Group to have obtained **Gender Equality certification** under **UNI/PdR 125:2022.**

A milestone achieved thanks to a decisive shift in our corporate culture towards a more sustainable and inclusive approach.

This commitment is reflected in the way we build the programmes of all our events.

25% WOMEN SPEAKERS

10% SPEAKERS UNDER 50







THE TOPICS

At the heart of each meeting, **two thematic round tables** will take a structured, practical look at the **contribution** that **private equity funds**, **institutional investors** and **financial operators** can make to the **sustainable growth** of **Italian companies**. Particular emphasis will be placed on the **role** of **patient capital** in the **managerialisation of companies**, in optimising governance and in preparing for extraordinary transactions, such as a **stock market listing**, a **sale to international groups** or consolidation within strategic production supply chains.

Each stop on the tour will feature specific **case studies**, selected on the basis of the **local business fabric**, to offer **concrete examples** of companies that have benefited from **risk capital support** or from structured transactions with financial investors.
In addition, **first-hand testimonials** from entrepreneurs, managers and investors will make it possible to **analyse the advantages**, **challenges** and prospects of these paths.



CONCEPT & FORMAT

The concept involves **three live events** at **various regional venues** with an **in-person audience**. In the following days, the sessions can be watched again **via streaming** on the dedicated page of the **24 Ore Eventi** website and on the **Stream 24 channel**.

LIVE

Live Event: two round tables interspersed with one-to-one interviews with entrepreneurs and investors, and with case studies selected on the basis of the local business fabric. The **journalist moderator** will be present at the **physical venue**, while speakers will take part **in person** or **connect remotely**. User registration required. The event can be watched again on demand on the dedicated landing page.

Duration: approx. 3 hours. From 16:00 to 18:30



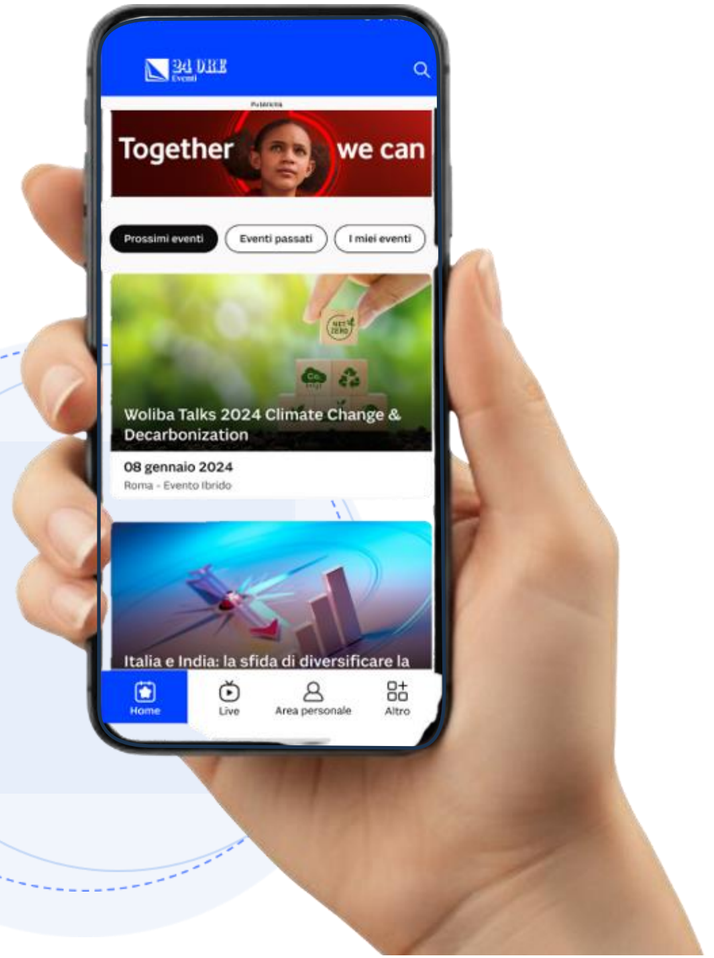
AN INTERACTIVE EXPERIENCE

Through streaming digitisation and with a director coordinating the speeches, 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.

Added to this is the possibility of introducing **live surveys**: the audience will be able to participate in real time and answer directly through 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 in-person 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

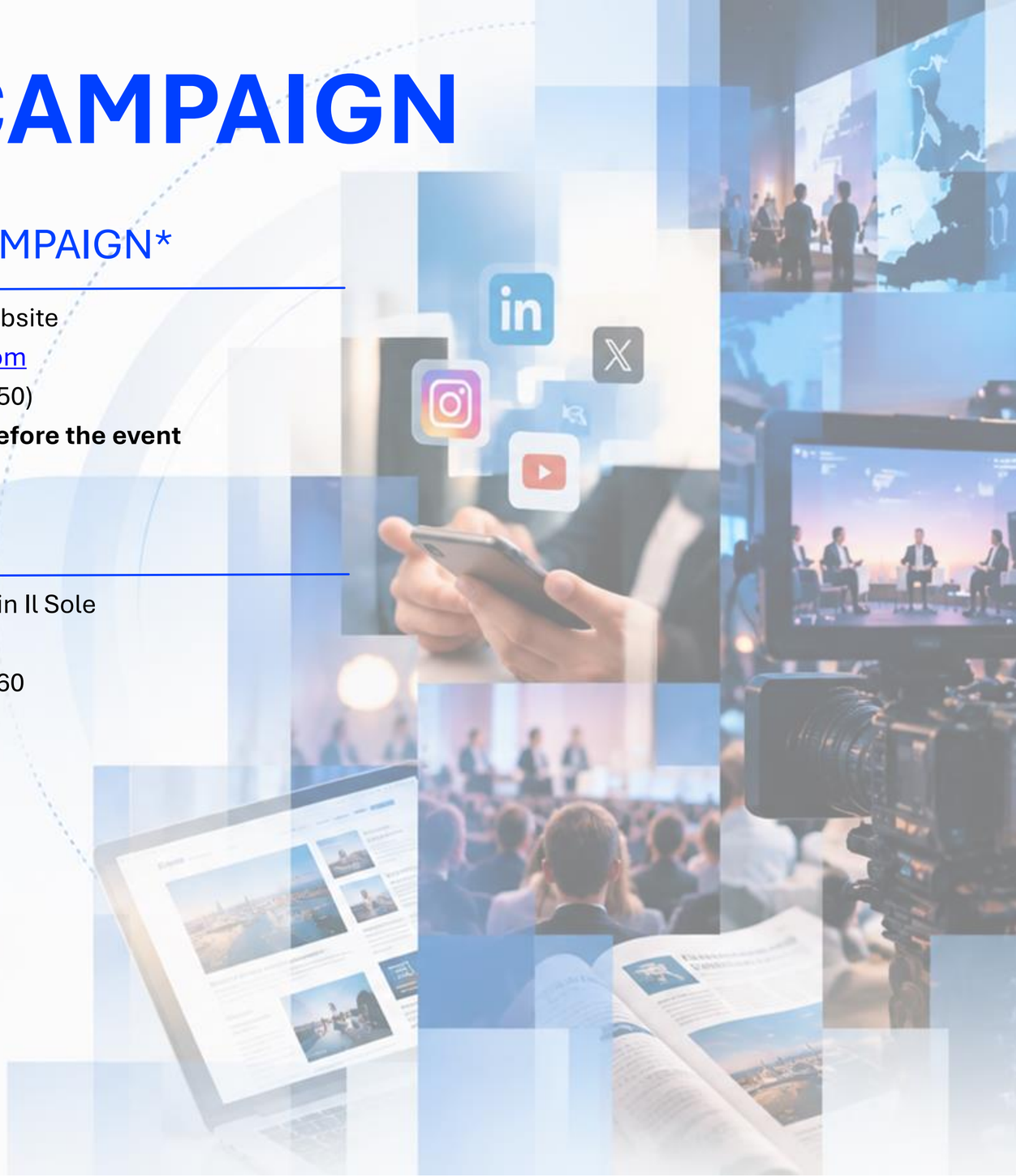
PRESS*

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

4 weeks of organic and sponsored campaign, with a strategic selection of the social channels best suited to the event's target audience, to maximise the visibility of the message and optimise its reach and effectiveness

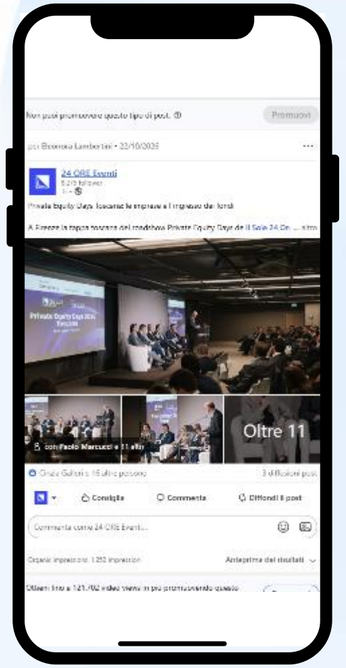
LAUNCHES
PRE-EVENT



FURTHER INFORMATION
On TOPICS



GALLERY
POST-EVENT



2026 EDITION
EDITORIAL FOOTAGE



EMILIA-ROMAGNA

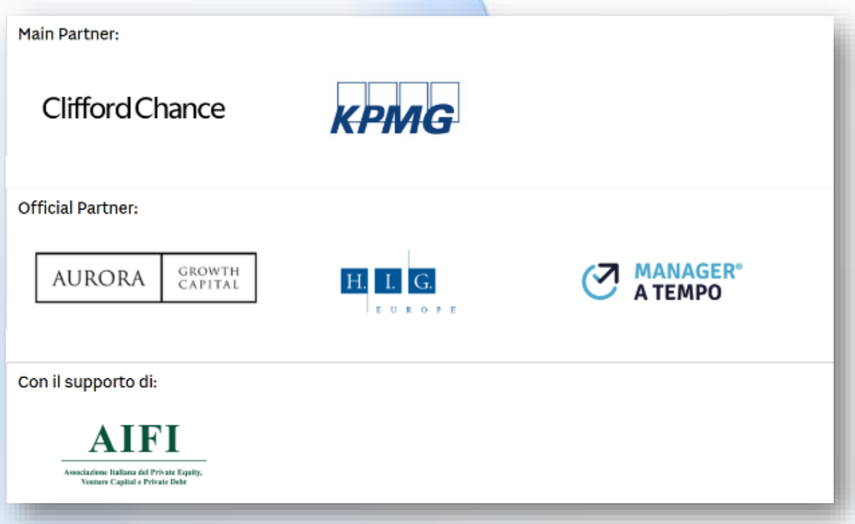


VENETO

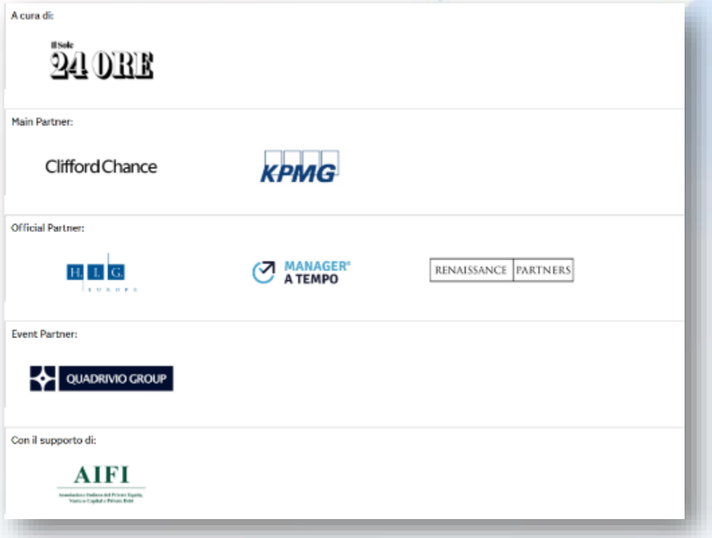


LOMBARDY

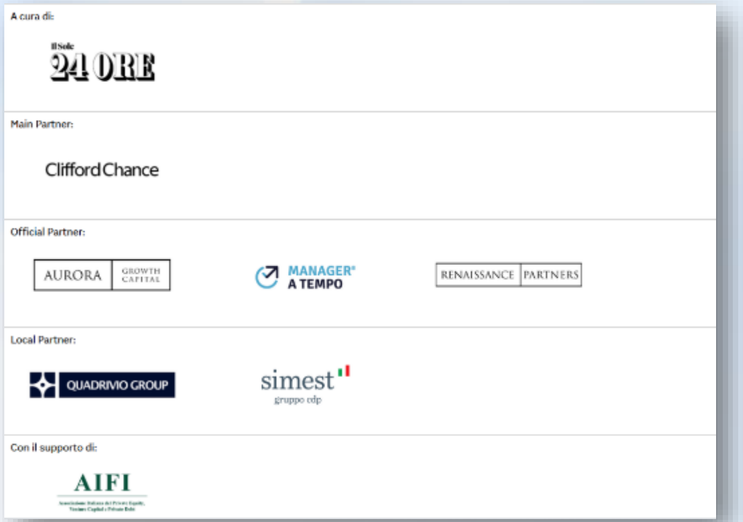
2026 EDITION
THE PARTNERS



EMILIA-ROMAGNA



VENETO

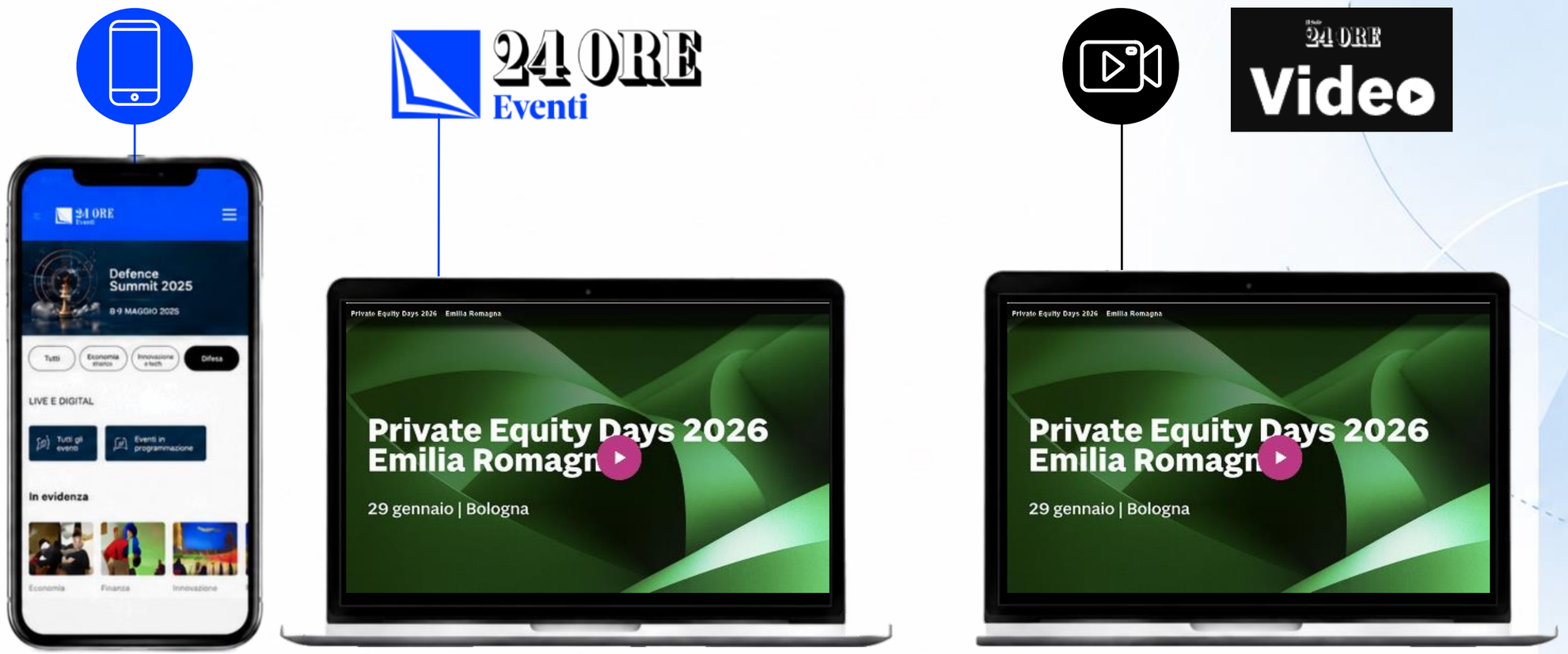


LOMBARDIA

POST-EVENT VISIBILITY/1

The full video of the event will be available:

- in the **events area** of the **video section** of the website **ilsole24ore.com**
- on the event **landing page** on the website **24oreventi.ilsole24ore.com**
- on the event page, in the **“video and photos” section** of our **24 ORE Eventi app**



POST-EVENT VISIBILITY/2

THANK-YOUEMAIL MARKETING

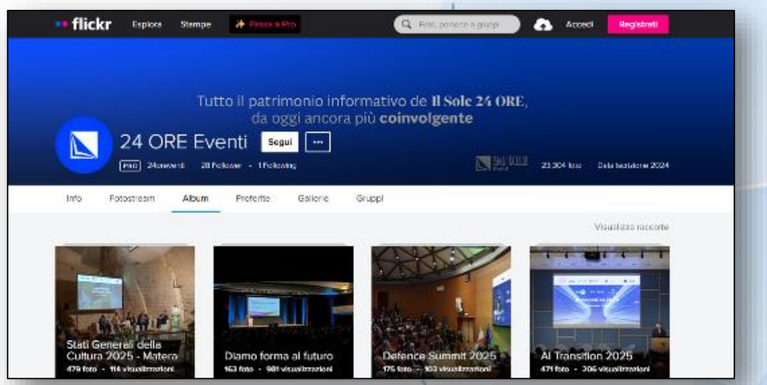


POST-EVENT SOCIAL RECAP



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

FOR 3 STOPS WITH AD HOC FOCUS

INVESTMENT REQUIRED
€ 85,000 net net
Any additional activity not specified in the proposal is excluded

SPEECH
ad hoc focus by a partner representative + 2 representatives of company case histories

INFORMATION MATERIALS
download of partner materials from the event landing page

LEAD GENERATION
provision of a file with the names of platform registrants, in compliance with the GDPR

PROMOTIONAL VIDEO
option to broadcast a video of up to 30'' in the waiting room, before the start of the sessions

LOGO VISIBILITY
on all the event's promotional materials (ADV, DEM, banners, landing page) and on the opening and closing titles

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

MAIN PARTNER

FOR 3 STOPS WITH ONE-TO-ONE SESSION

INVESTMENT REQUIRED
€ 70,000 net net
Any additional activity not specified in the proposal is excluded

SPEECH
one-to-one session between a company representative and the moderator

INFORMATION MATERIALS
download of partner materials from the event landing page

LEAD GENERATION
provision of a file with the names of platform registrants, in compliance with the GDPR

PROMOTIONAL VIDEO
option to broadcast a video of up to 30'' in the waiting room, before the start of the sessions

LOGO VISIBILITY
on all the event's promotional materials (ADV, DEM, banners, landing page) and on the opening and closing titles

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

OFFICIAL PARTNER

FOR 3 STOPS

INVESTMENT REQUIRED
€ 40,000 net net
Any additional activity not specified in the proposal is excluded

SPEECH
within a round table (positioning will be agreed with the editorial team when drafting the programme)

INFORMATION MATERIALS
download of partner materials from the event landing page

LEAD GENERATION
provision of a file with the names of platform registrants, in compliance with the GDPR

PROMOTIONAL VIDEO
option to broadcast a video of up to 30'' in the waiting room, before the start of the sessions

LOGO VISIBILITY
on all the event's promotional materials (ADV, DEM, banners, landing page) and on the opening and closing titles

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

LOCAL PARTNER

FOR A SINGLE STOP

INVESTMENT REQUIRED
€ 15,000 net net
Any additional activity not specified in the proposal is excluded

SPEECH
within a round table (positioning will be agreed with the editorial team when drafting the programme)

INFORMATION MATERIALS
download of partner materials from the event landing page

LEAD GENERATION
provision of a file with the names of platform registrants, in compliance with the GDPR

PROMOTIONAL VIDEO
option to broadcast a video of up to 30'' in the waiting room, before the start of the sessions

LOGO VISIBILITY
on all the event's promotional materials (ADV, DEM, banners, landing page) and on the opening and closing titles

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

SUPPORTER

FOR A SINGLE STOP

INVESTMENT REQUIRED
€ 12,000 net net with video interview.
Any additional activity not specified in the proposal is excluded

INFORMATION MATERIALS
download of partner materials from the event landing page

LEAD GENERATION
provision of a file with the names of platform registrants, in compliance with the GDPR

PROMOTIONAL VIDEO
option to broadcast a video of up to 30'' in the waiting room, before the start of the sessions

LOGO VISIBILITY
on all the event's promotional materials (ADV, DEM, banners, landing page) and on the opening and closing titles

KEY PERFORMANCE INDICATORS



REGISTRANTS

Number of **users subscribed** for the event



PARTICIPANTS

Number of **users connected** during the event



LEADS

File containing the **leads** that gave consent to the transfer of data to the event partner