REAL ESTATE & FINANCE SUMMIT 2027

9^ EDITION

24 ORE Eventi



EVENT PRESENTATION

25 MARCH | **MILAN** | **LIVE AND DIGITAL**

The **Real Estate & Finance Summit** returns to Milan to bring together the **leading players in the property and finance sectors** for a day dedicated to discussion, market analysis and the creation of **new business opportunities**.

A key event for **investors, financial institutions, developers, professionals and property operators**, who will come together to discuss the economic transformations currently underway, new investment dynamics and strategies for tackling the challenges of tomorrow's market.

The Summit will offer a **comprehensive overview** of growth opportunities and new development models within the sector.



TARGET

INSTITUTIONAL AND PRIVATE INVESTORS, PROPERTY FUNDS, BANKS AND FINANCIAL INSTITUTIONS, PROPERTY DEVELOPMENT AND MANAGEMENT COMPANIES, DEVELOPERS, ASSET AND FUND MANAGERS, ADVISERS, CONSULTANTS, PROFESSIONALS AND SENIOR MANAGERS

2026 EDITION
THE NUMBERS

16	SPEAKERS
7	SPONSORS
1.310	REGISTERED USERS
1.020	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

Event with a **live audience** and broadcast **live via streaming**.
Individual speeches, study presentations, round table discussions, remote or recorded speeches are alternated.
A **Q&A session** may be scheduled.

LIVE & DIGITAL

Live & Digital Event: participate in-person or via the platform.
User registration required.
It is possible to watch the event on demand on the dedicated landing page.

Duration: 3 hours



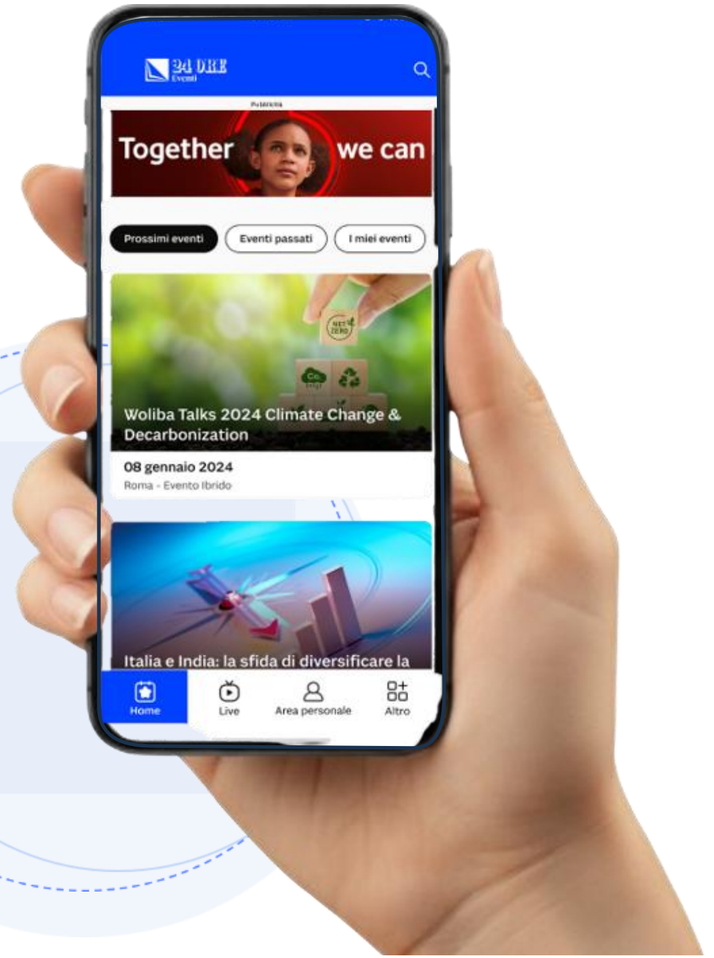
AN INTERACTIVE EXPERIENCE

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 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

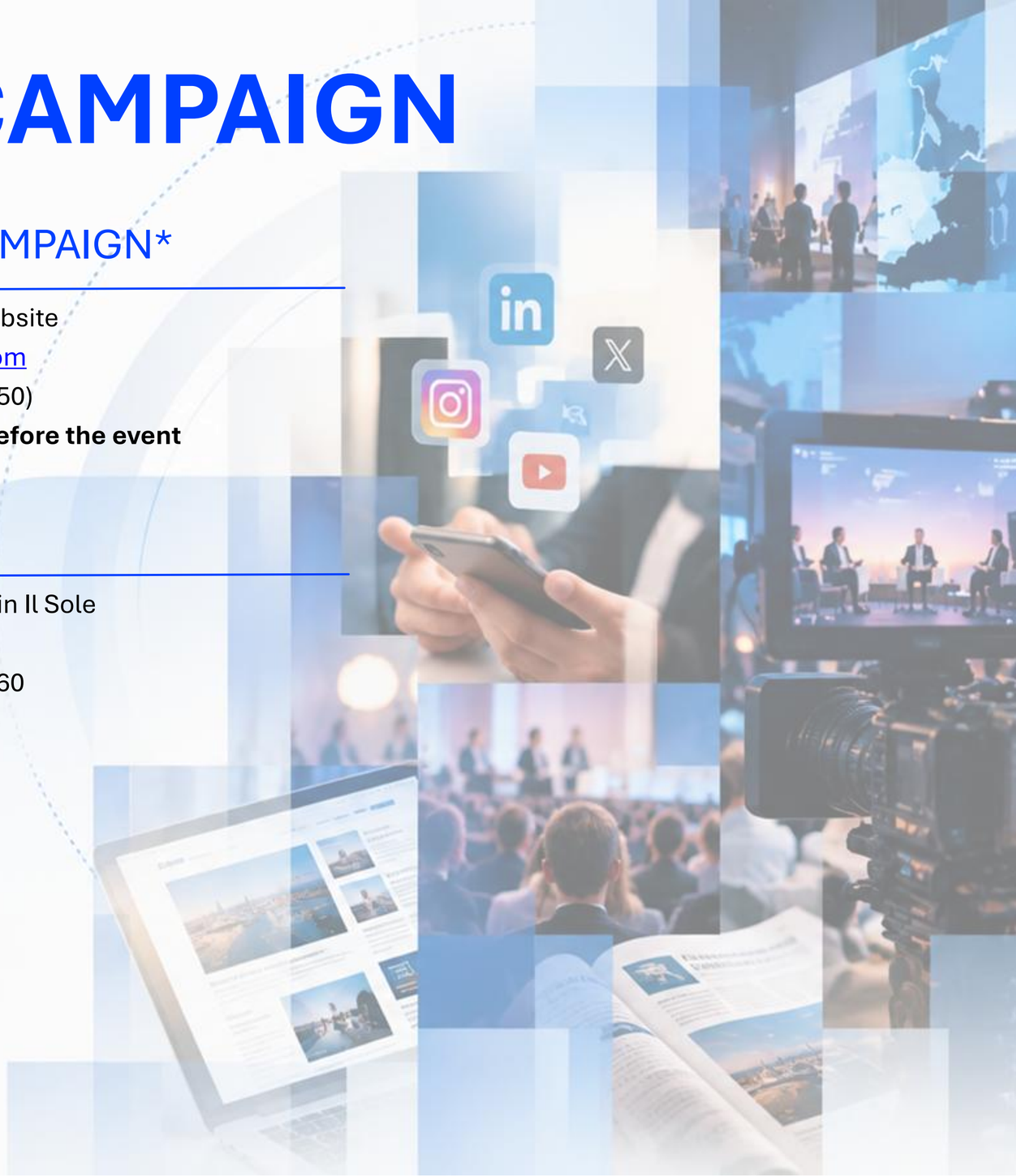
PRESS*

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 FOOTAGE

Radiocor

Real estate: Leo (Mef), 2,1 mld investimenti entro 2026 per rilancio patrimonio demaniale

19 marzo 2026

Al Real Estate & Finance Summit 2026 (Il Sole 24 Ore Radiocor) - Milano, 19 mar - 'Oggi gli immobili pubblici italiani sono 40mila per un valore di 60 miliardi di euro. Per il loro recupero e valorizzazione e' necessaria una concertazione fra ministeri. Il Mef ha dato gli indirizzi di azione all'Agenzia del demanio. In questo senso il Piano strategico industriale 2022-26 prevede investimenti diretti per 2,1 miliardi di euro entro il 2026, parte di un Piano complessivo da 5,5 miliardi, per riqualificare 5 milioni di metri quadrati di immobili pubblici promuovendo la rigenerazione urbana e l'efficientamento energetico'. Lo ha detto Maurizio Leo, viceministro dell'Economia e delle finanze (Mef), nel corso del panel 'Rigenerazione urbana e social housing: nuovo modello di citta' inclusiva e sostenibile' durante l'evento Real Estate & Finance Summit 2026 targato Il Sole 24 Ore in collaborazione con Hines.



Gli Eventi del Sole
Real Estate & Finance Summit

Quagliariello (Bce): timori sull'aumento degli attivi deteriorati

Italia nel mirino degli investitori, il Sud Europa è l'area più vivace

Il viceministro Leo: serve un quadro certo per operazioni di successo

Living nuova frontiera, ma il sistema è lento

2026 EDITION
THE PARTNERS

A cura di:

Il Sole 24 ORE

In collaborazione con:

Hines

Main Partner:

cdp
CDP Real Asset Sgr

DILS

gabetti
PROPERTY SOLUTIONS

OTIS

RISA PRIME

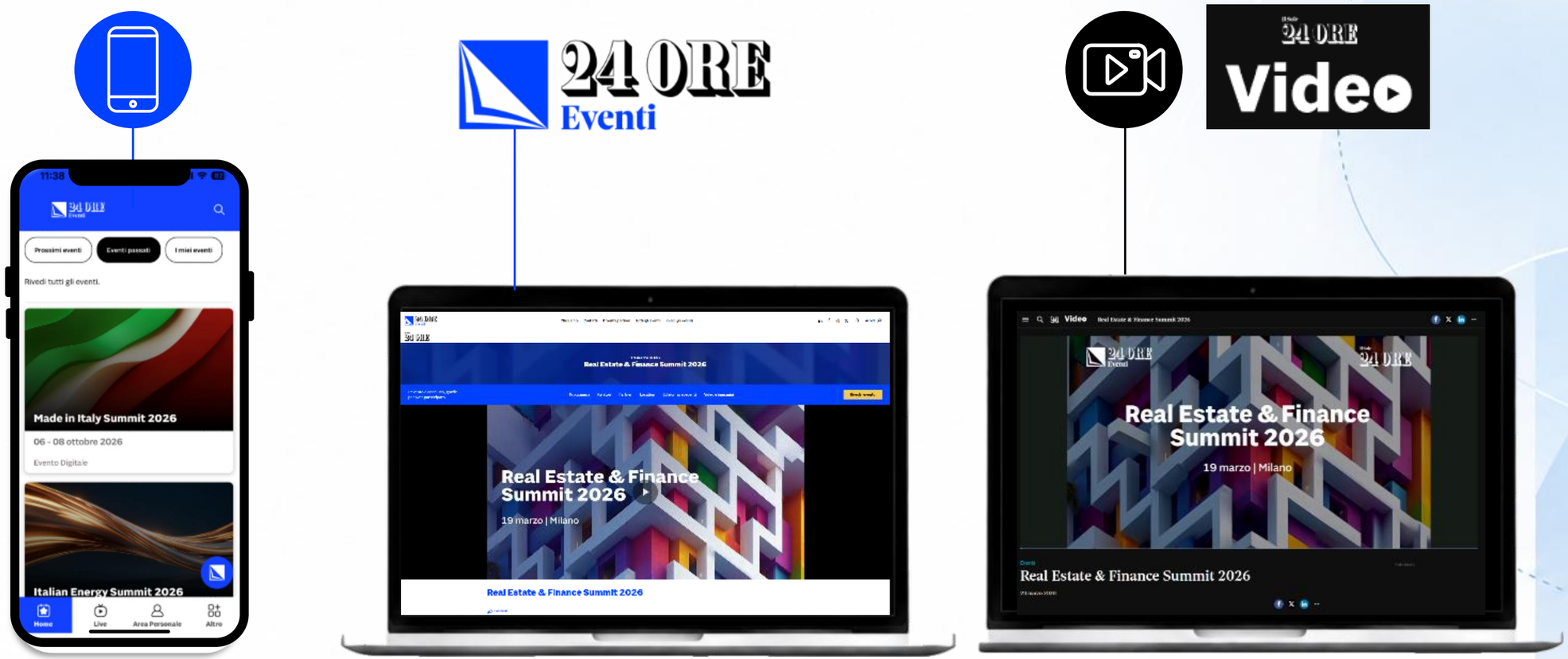
Si ringrazia:

GENERALI REAL ESTATE

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 EMAIL MARKETING

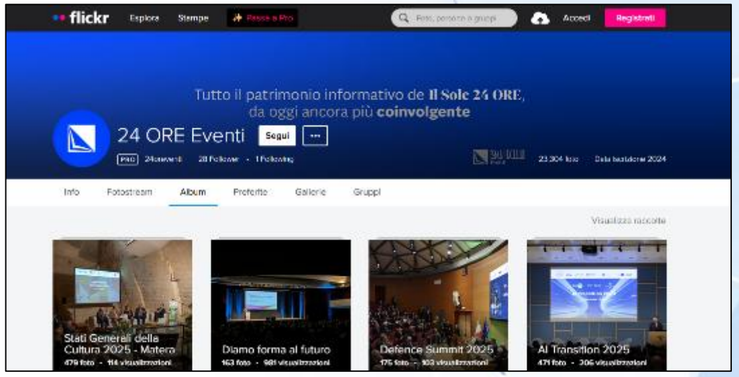


POST-EVENT SOCIAL RECAP



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

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

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

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KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of **users subscribed** at the event



PARTICIPANTS

Number of **users connected** during the event



LEAD

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