STATI GENERALI DELLA CULTURA 2027

24 ORE Eventi



EVENT OVERVIEW

OCTOBER | TBD | LIVE

The **Stati Generali della Cultura**, promoted by the Il Sole 24 ORE Group together with public and private partners, is one of the **leading forums for debate on the role of culture in Italy's development**, bringing together institutions, businesses, foundations, cultural operators and civil society.

The 2026 edition, **"Cultural Geographies"**, focused on the ability of culture to **create connections** between cities, territories, communities and production systems, regarding it as a strategic infrastructure for growth, attractiveness and social cohesion.

With a particular focus on the **new generations**, the initiative promotes a shared vision of cultural policies, enhances public-private collaboration and helps build **models capable of generating economic value, innovation and social impact across local areas.**



TARGET

ASSOCIATIONS,
CULTURAL BODIES AND INSTITUTIONS,
PUBLIC ADMINISTRATIONS,
MUSEUM SUPERINTENDENCIES AND GALLERIES, BANKING FOUNDATIONS,
PRIVATE COMPANIES

2026 EDITION
KEY FIGURES

19	SPEAKER
6	PARTNER
1.120	REGISTERED USERS
+3.800	PARTICIPANTS



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



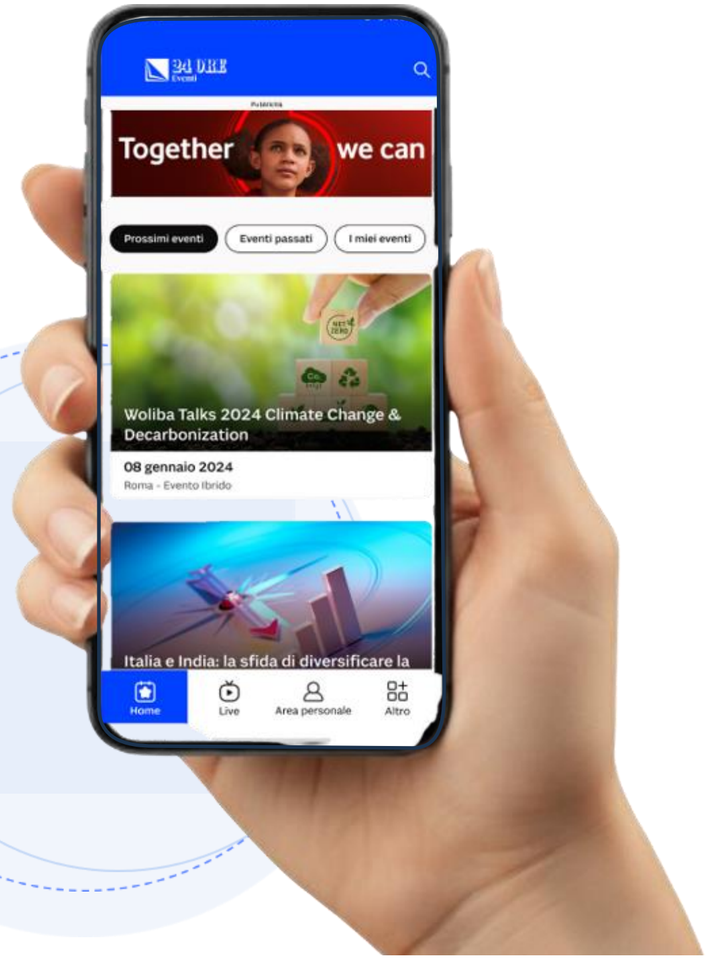
AN INTERACTIVE EXPERIENCE

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

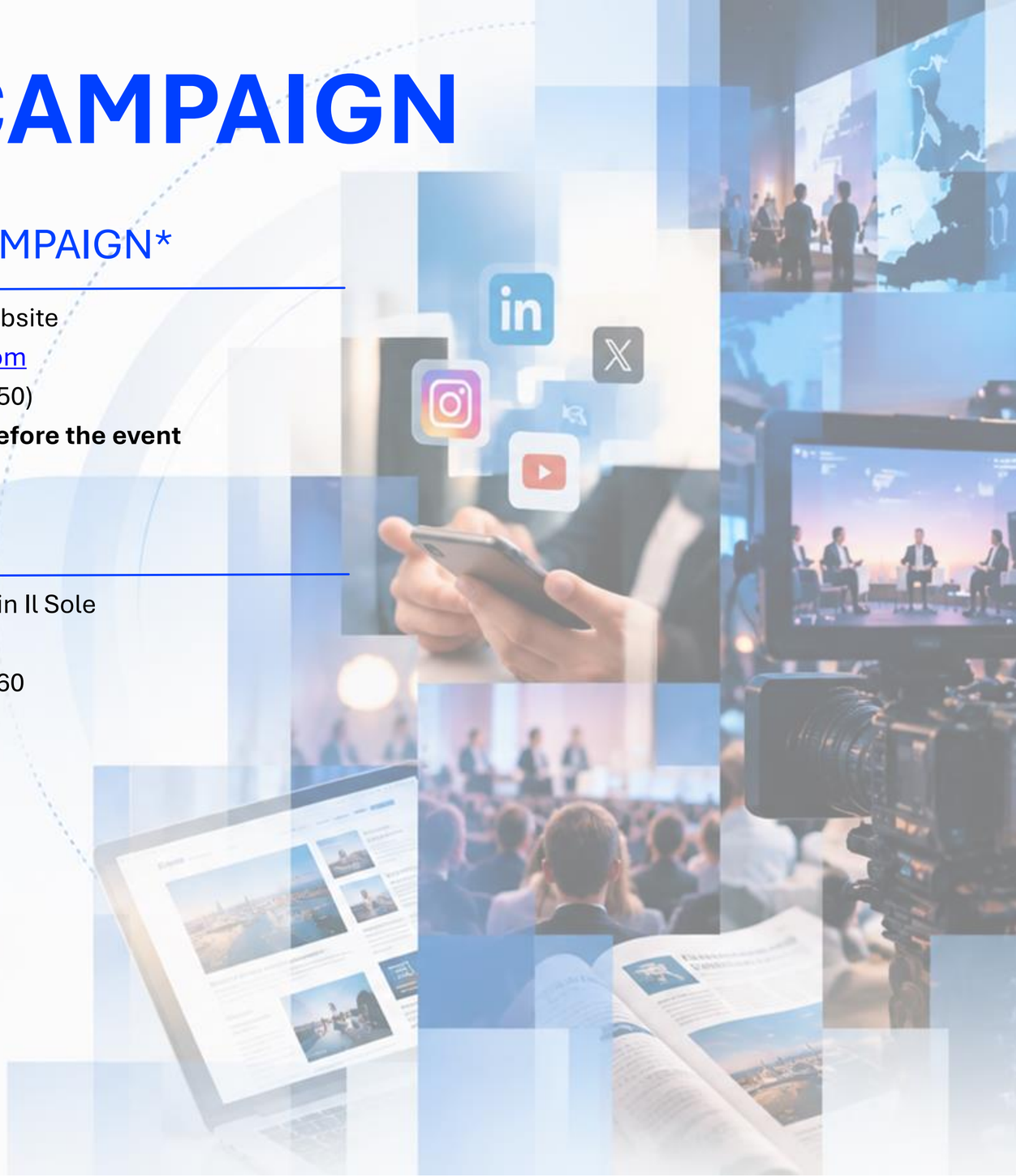
PRESS*

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 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

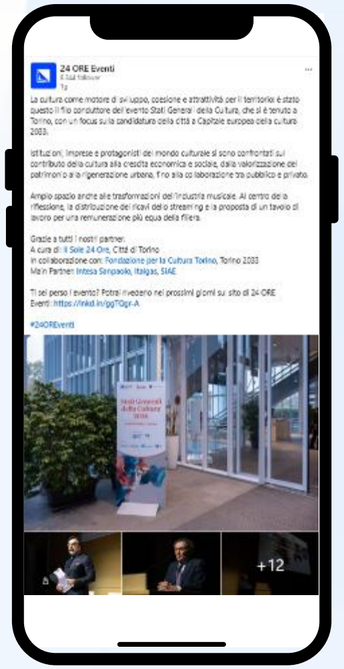


FURTHER INFORMATION
On TOPICS and SPEAKERS





GALLERY
POST-EVENT



2026 EDITION
THE PARTNERS

A cura di:

Il Sole 24 ORE

Città di Torino

In Collaborazione con:

Fondazione Cultura Torino

TO 33

Main partner:

Intesa Sanpaolo

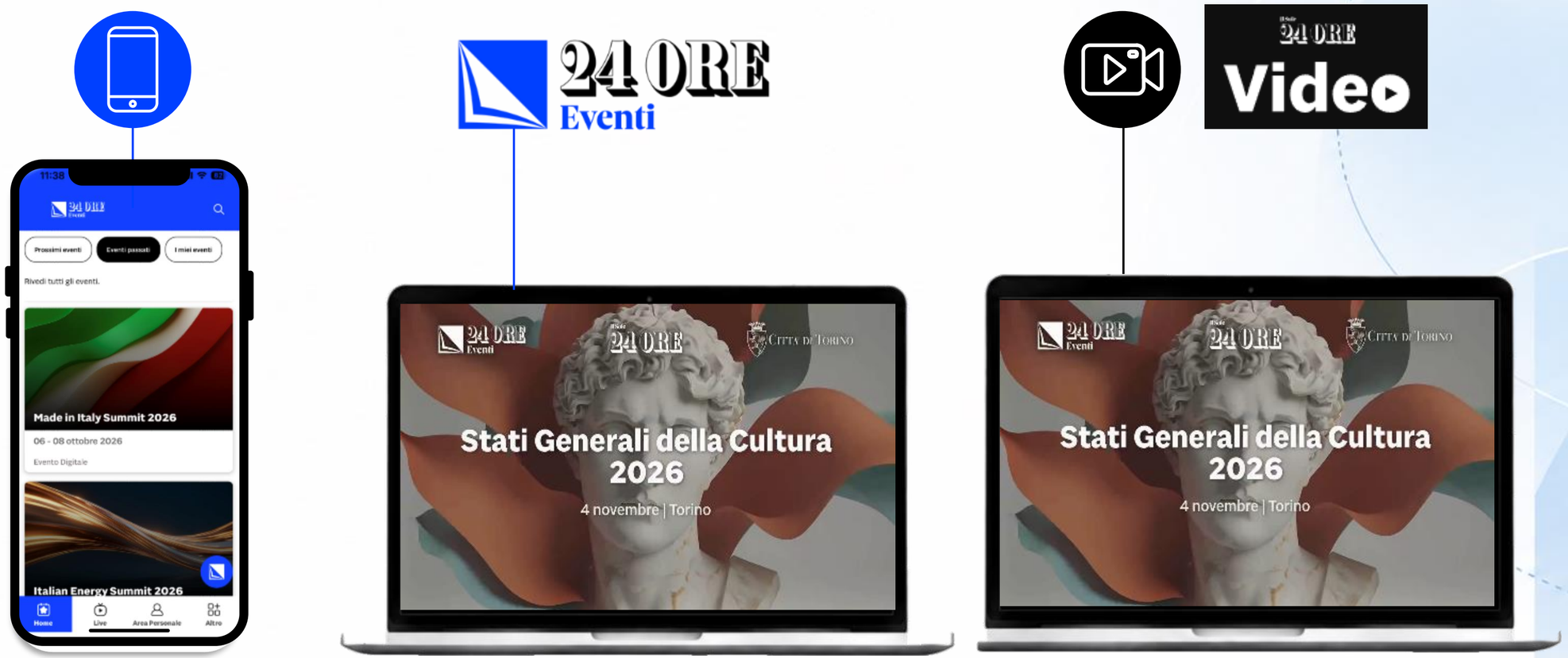
Italgas

SIAE Dalla parte di chi crea

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**

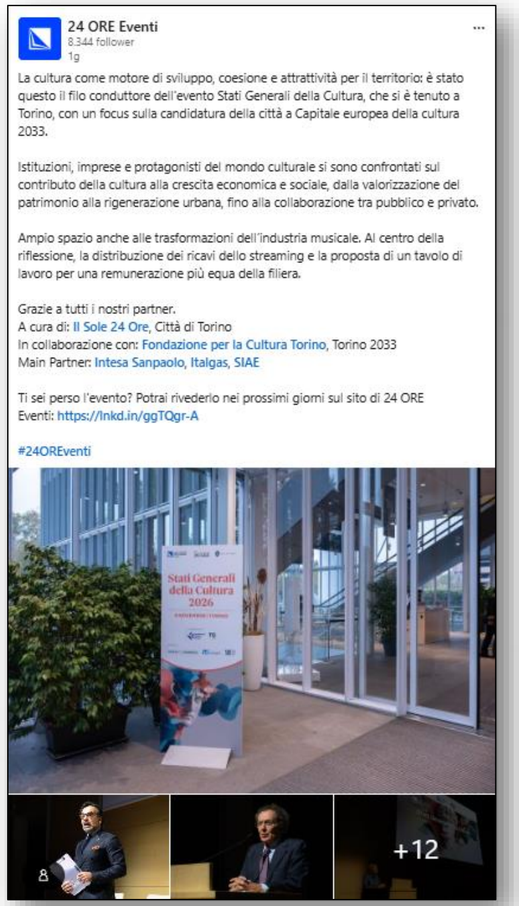


POST-EVENT VISIBILITY/2

THANK-YOU MARKETING EMAIL

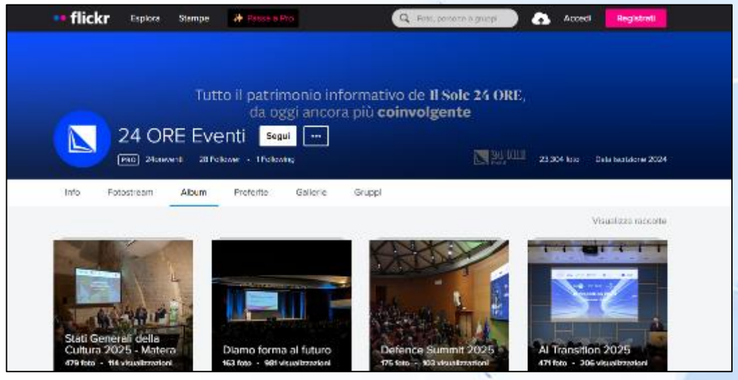


POST-EVENT SOCIAL RECAP



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 IN EVENT COMMUNICATIONS

INVESTMENT REQUIRED

€12,000 net net with video interview

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

INFORMATION MATERIALS

download of partner materials from the event landing page

POST-EVENT REPORT

provided to the partner, with the following KPIs: registrants, participants and leads

LEAD GENERATION

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

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