

WOMEN AT THE TOP

3rd Edition



WOMEN AT THE TOP



18 NOVEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

FINANCE, REAL ESTATE SECTOR, SMEs,
UNIVERSITIES, ASSOCIATIONS, SPORT,
FASHION SECTOR, INSTITUTIONS, PA,
ENTERTAINMENT SECTOR,
SCIENTIFIC WORLD, PUBLISHING, LEGAL,
DIGITAL, BANKING, INSURANCE, SCHOOLS,
FEMALE ENTREPRENEURSHIP

THE 2024 EDITION

2,210
OVER 4,300*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the ilsole24ore.com
homepage

Back for its **third edition: Women at the Top**.
Il **Sole 24 Ore**, in collaboration with the **Financial Times**
and the media partnership of **Sky TG24**, re-proposes
the **major project dedicated to women's
empowerment** consisting of Summit and Gala.

Stories of successful women active in the world of
public and private institutions, business, research,
culture, **entertainment**, and **sport** - able to inspire
future generations by contributing to a change capable
of breaking down stereotypes.

Also returning is the **We Award - Women Excellence**,
which aims to discover emerging talents and celebrate
women with exceptional careers.

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.





2024 EDITION THE NUMBERS

29

FEMALE AND MALE
SPEAKERS

10

SPONSORS

2,210

REGISTERED
USERS

4,300

PARTECIPANTS

CONCEPT & FORMAT

FORMAT

• LIVE AND DIGITAL

The **Live & Digital** event takes place at the Giorgio Gaber Opera House and is divided into two moments throughout the day:

MORNING: LIVE & DIGITAL SUMMIT

The Summit, focused on women's empowerment, has an **informative** and **educational** focus and is aimed at **businesses, young people and students**.

Successful women in various sectors share experiences and testimonies to inspire the new generations of **Women at the Top**, involving the audience in person and via streaming.



CONCEPT & FORMAT

EVENING: GALA AND AWARDS CEREMONY

An exclusive in-person event that begins in the late afternoon: a **celebratory moment** that will highlight the winners of the **WE Award – Women Excellence 2025**. The evening Gala will end with an aperitif.

The morning session will be streamed and a video set will be provided for the interviews by Sky TG24.

During the evening Sky TG24 will record footage and "behind the scenes" content. In the following days, the newsroom will air a special on Sky channels.





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



WOMEN AT THE TOP

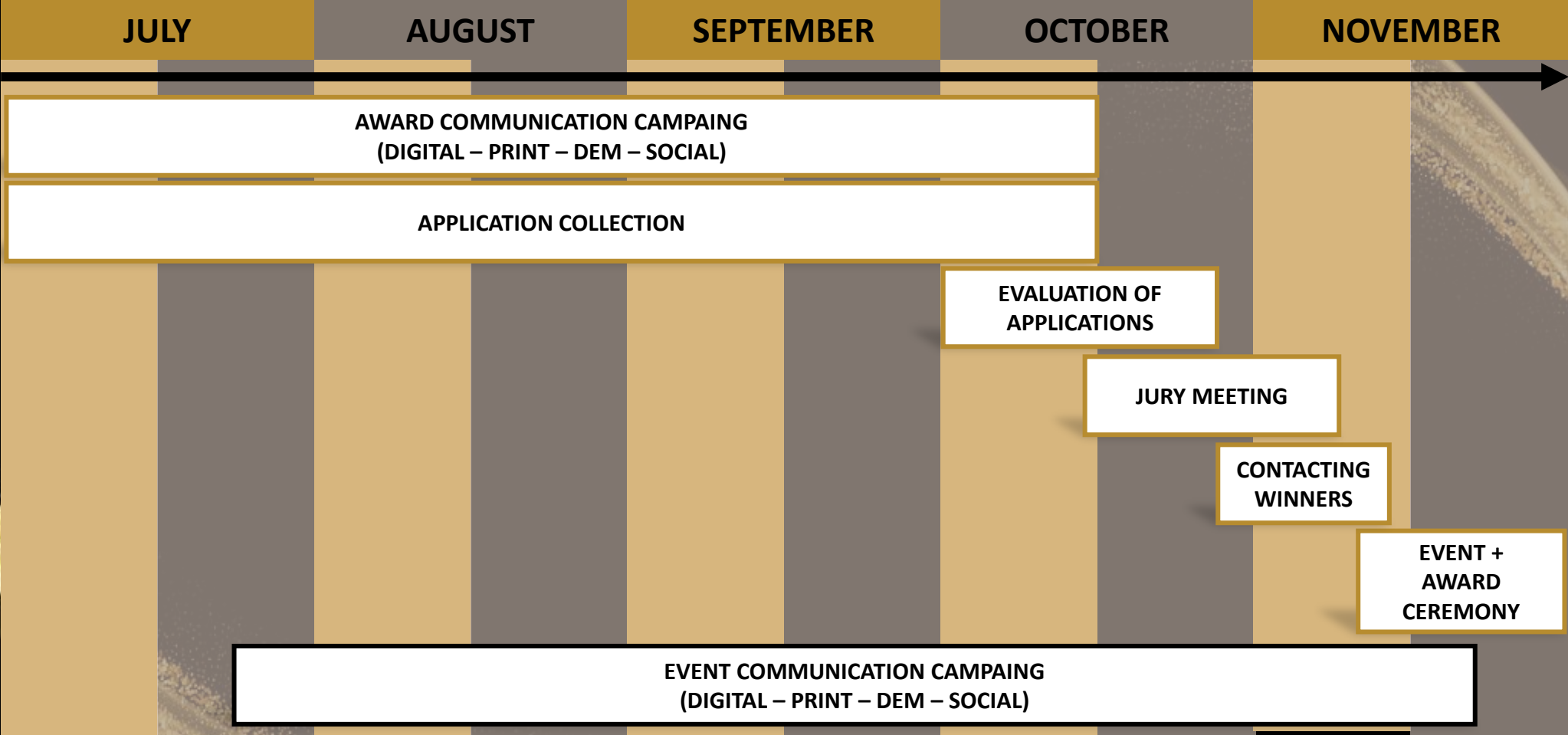
WE Award – Women Excellence

As part of the **Women At The Top** project, the **WE Award – Women Excellence** award was established to identify the most prominent female figures in different areas and the most active associations in initiatives that support women.

The award, now in its third edition, is intended for **professionals, artists, scientists** and participation is open to any woman over the age of 18. The initiative gives voice to their stories and to the commitment that each one puts within their scope of activity, generating positive impacts on the community.

The jury, currently being finalised, will evaluate the applications received and may award **special prizes** at its sole discretion.

TIMING 2024 WE – Women Excellence Award





HOW WE COMMUNICATE THE AWARD

WE Award – Women Excellence

* PRINT

2 **advertisements** in Il Sole
24 Ore
Half page format (60 forms,
312x222)
Post event **celebration page**

* 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**

**No. 3 Direct E-Mail Marketing
(DEM)** with profiled target from Il
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* 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 + TikTok during
the collection applications to
maximise the reach of the
message and intercept the target
audience

FIXED POSITIONS ON THE.COM

- **Box Brand Connect** ROS at
www.ilsole24ore.com

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**

THE 2024 EDITION: COMMUNICATION

DEM



Half page ADV



Il Sole **24 ORE**



VIDEO SECTION ON

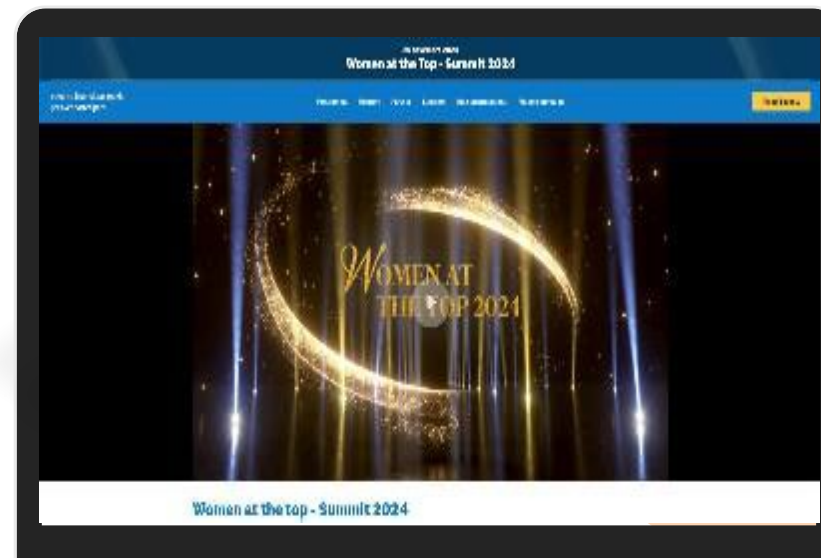
Il Sole **24 ORE**

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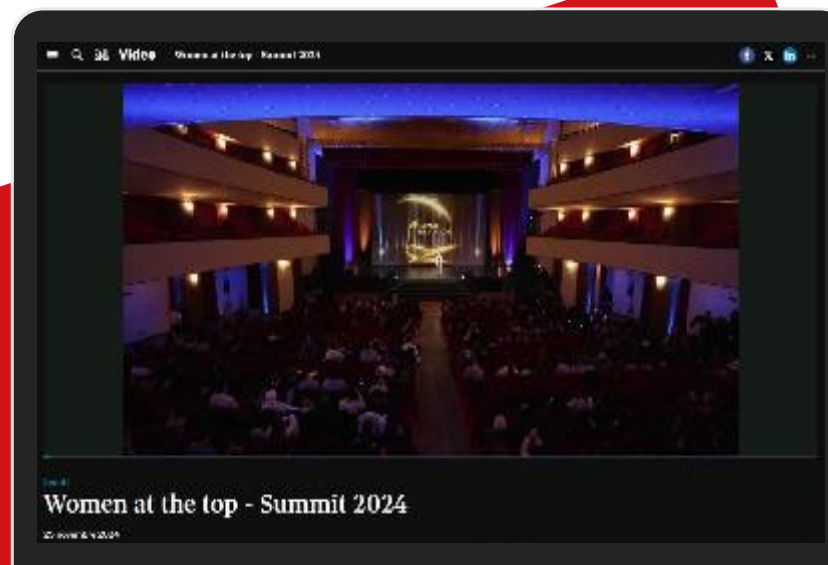
24ORE
EVENTI

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 **Il Sole 24 ORE Radiocor LinkedIn** account
- Published on **24 ORE Eventi website**
- Amplified via **social media by 24 ORE Eventi**



SUPPORTING PARTNER

WE – Women Excellence Award

INVESTMENT REQUIRED

€ 56.000 net with video interview
€ 50.000 net without video interview

- **INVOLVEMENT IN THE AWARD PHASES:** Representative in the Jury Committee and selection of winners - Possibility to award a Special Prize that will take the name of the Partner Company - Delivery of the prize during the Gala
- **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)
- **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)
- **10 INVITATIONS:** dedicated to the awards night

MAIN PARTNER

INVESTMENT REQUIRED

€ 56.000 net with video interview

€ 50.000 net without video interview

- **SPEECHES:** opening or closing speech of a work table
- **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)
- **10 INVITATIONS:** dedicated to the awards night

OFFICIAL PARTNER

INVESTMENT REQUIRED

€ 41.000 net with video interview
€ 35.000 net without video interview

- **SPEECHES:** 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)
- **5 INVITATIONS:** dedicated to the awards night

EVENT PARTNER

INVESTMENT REQUIRED

€ 16.000 net with video interview
€ 10.000 net without video interview

- **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)
- **3 INVITATIONS:** dedicated to the awards night

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