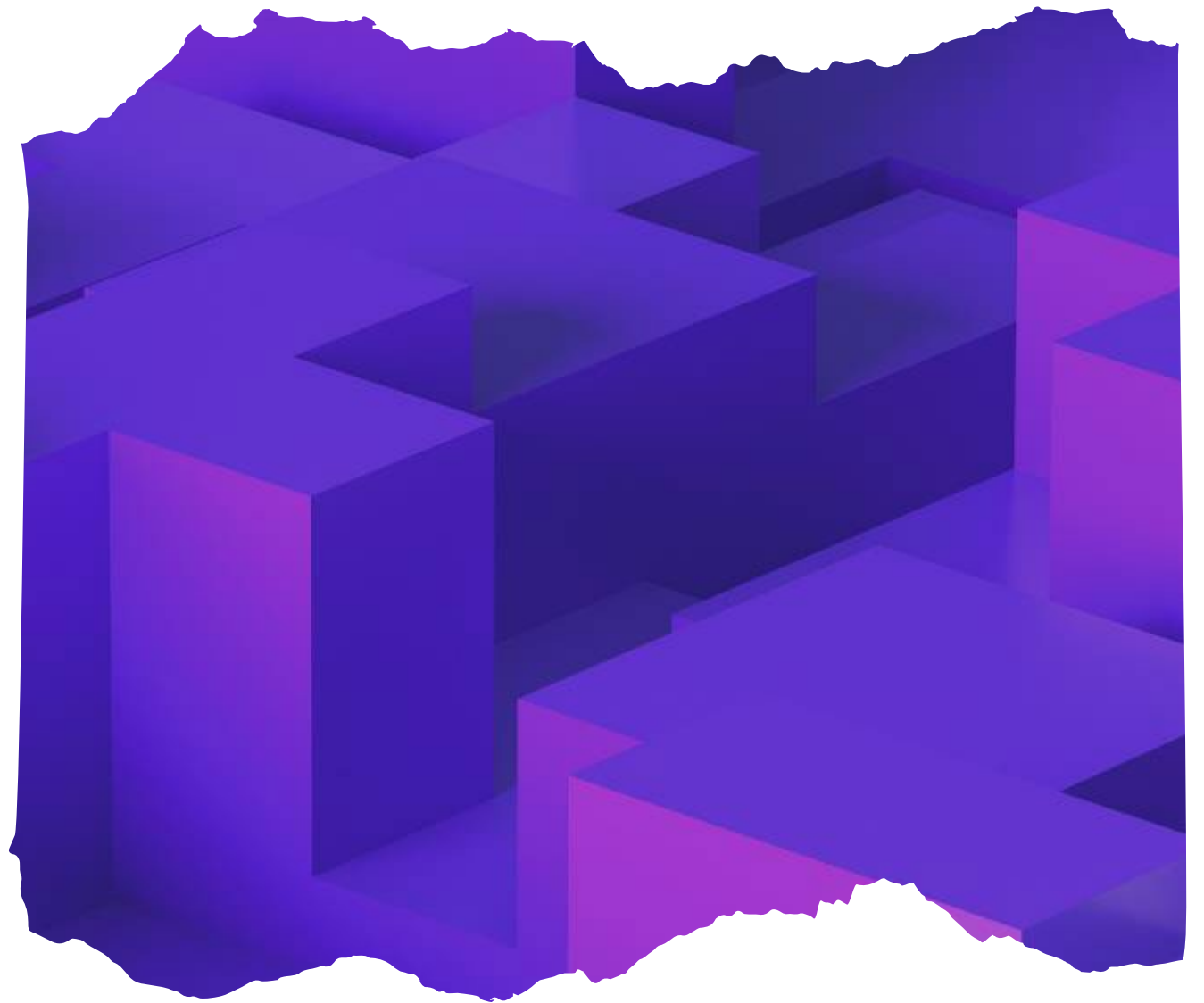


# **WELFARE & HR SUMMIT 2025**

**6th Edition**





## TARGET

GD, PERSONNEL/HR DIRECTORS,  
HR DEVELOPMENT DIRECTORS,  
HEADS OF PERSONNEL  
MANAGEMENT,  
TRADE UNION AND INDUSTRIAL  
RELATIONS OFFICERS,  
LABOUR CONSULTANTS,  
LABOUR LAWYERS

# WELFARE & HR SUMMIT



20 FEBRUARY 2025



MILAN

• LIVE AND DIGITAL

Developed in close synergy with the editorial office of Sole 24 Ore Norme & Tributi, Welfare & HR Summit is the event dedicated to **workplace organisation and human resources management**.

An appointment that helps Italian companies to identify the ongoing transformations and to effectively navigate **new laws, market trends** and **international guidelines**.

Institutions and enterprises will engage in discussions about the most relevant public interest subjects, including the digital transition and regulations related to the new Financial Law, which will subsequently be examined in depth with industry experts.

# 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

**17**

**FEMALE AND MALE  
SPEAKERS**

**8**

**SPONSORS**

**1,700**

**REGISTERED  
USERS**

**+1,100**

**PARTECIPANTS**

## 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](http://www.ilsole24ore.com)  
**Box** format (300x250)  
Duration: **1 week before the event**

## \* WEB & DIRECT MARKETING

Dedicated **landing page** on  
[24oreventi.ilsole24ore.com](http://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](http://www.ilsole24ore.com)
- **Box Brand Connect** ROS at  
[www.ilsole24ore.com](http://www.ilsole24ore.com)



# THE 2024 EDITION: COMMUNICATION

DEM



**23 FEBBRAIO 2023 | ORE 9:30**  
EVENTO DIGITALE

**NUOVI SCENARI NORMATIVI E ORGANIZZATIVI PER LE IMPRESE DEL FUTURO**

La nuova politica del lavoro e opportunità per il welfare aziendale, riforme della pensione e ricerca di talenti, come il Welfare & HR Summit, in questa quarta edizione, l'evento digitale che approfondisce le novità "in itinere" del lavoro al centro del futuro delle aziende e sul ruolo della direzione del personale. Un momento di confronto tra esperti, lezioni e imprese, per discutere delle nuove sfide di business e organizzative che vanno affrontate in epoca post-pandemica.

**INCONTRO**

**TEMI**

• Trend e sfide organizzative per le imprese in un'epoca post-pandemica: il ruolo di nuove figure professionali e nuove competenze

• L'azienda del futuro: il ruolo del welfare aziendale e del welfare aziendale

• L'azienda del futuro: il ruolo del welfare aziendale e del welfare aziendale

**ESPERTI**

Pravaglia, A. - Professore di Economia Aziendale, Università Ca' Foscari Venezia  
Gianfranceschi, M. - Professore di Economia Aziendale, Università Ca' Foscari Venezia  
Bianchi, M. - Professore di Economia Aziendale, Università Ca' Foscari Venezia  
Bianchi, M. - Professore di Economia Aziendale, Università Ca' Foscari Venezia  
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**INCONTRO**

**DE LUCA & PARTNERS**  
**DELTA**  
**DELTA SYSTEM**  
**DELTA SYSTEM**  
**DELTA SYSTEM**  
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**DELTA SYSTEM**  
**DELTA SYSTEM**  
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**DELTA SYSTEM**

Half page ADV

**24 ORE EVENTI**

**23 FEBBRAIO**  
EVENTO DIGITALE  
ORE 9:30

**NUOVI SCENARI NORMATIVI E ORGANIZZATIVI PER LE IMPRESE DEL FUTURO**

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# THE 2024 EDITION: SHOOTING EDITORIALS

Il Sole  
**24 ORE**



# VIDEO SECTION ON

Il Sole **24 ORE**

&

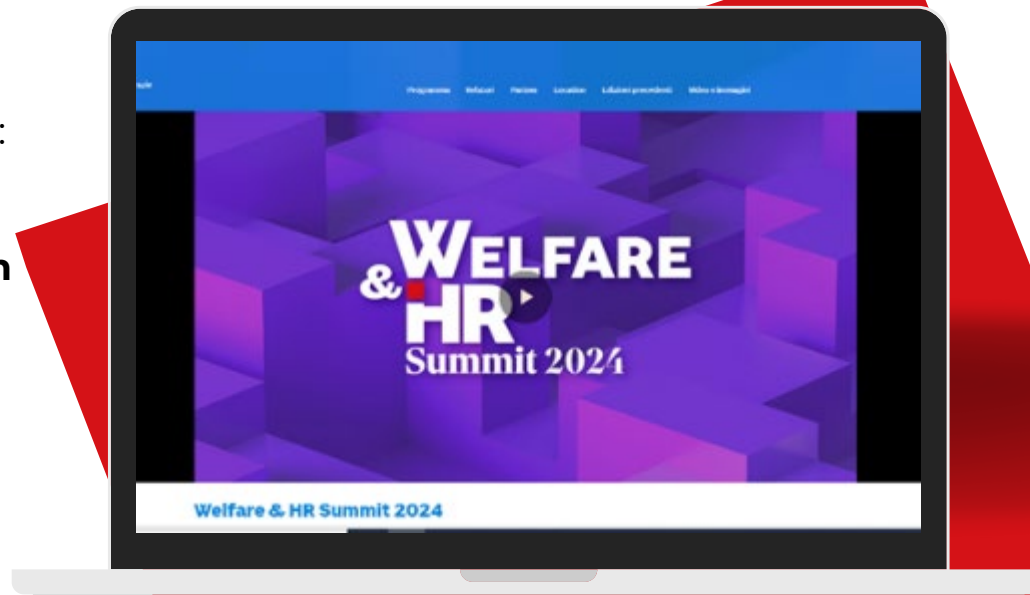
**24ORE**  
EVENTI

The full video of the event will be available:

- within the **events area** in the **video section** of the website [ilsole24ore.com](https://ilsole24ore.com)
- on the event **landing page** at [24oreventi.ilsole24ore.com](https://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)
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# 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