

# OPEN INNOVATION SUMMIT 2026

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# OPEN INNOVATION SUMMIT



6 NOVEMBER



TBD

• LIVE AND DIGITAL

In a continuously transforming context, **the Open Innovation Summit**, promoted by **Il Sole 24 Ore** and **Zest**, is the initiative that focuses on **shared innovation** as a **lever for growth** and competitiveness, offering opportunities for discussion, project presentations and networking opportunities between companies, startups, investors, institutions, and the research world.

Through **direct comparison** and the **sharing of experiences**, each edition is confirmed as a unique opportunity to understand the **directions of change** and to build alliances between **public and private**, **between human capital and technology**, between those who imagine the future and those who create it.



## TARGET

INSTITUTIONS, CEOs, GENERAL  
DIRECTORS,  
ICT MANAGERS  
MARKETING MANAGERS,  
ENTREPRENEURS, STARTUPPERS





# THE TOPICS

## Human AI – From Artificial Intelligence to Humanoid

**Artificial intelligence** and **human-centric robotic technologies** will help humans **generate and create value**, enhancing skills while gradually but profoundly **transforming the places we live**, the work we do, and the **way industries operate**.

Not everything will be automated, but many repetitive and physical tasks will be delegated to machines, while humans will retain (and expand) roles in supervision, design, relationship-building, creativity, and decision-making.

**The socio-economic impact** of these technologies, which are set to deeply change the “rules of the game,” is at the heart of the 2026 edition of the event organized by **Il Sole 24 Ore** and **Zest**.





# ED. 2025 THE NUMBERS

60

SPEAKERS

8

SPONSORS

890

REGISTERED  
USERS

1,032

PARTECIPANTS





# GENDER EQUALITY

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.

**25%**  
*FEMALE  
SPEAKERS*

**10%**  
*UNDER 50  
SPEAKERS*



# CONCEPT & FORMAT

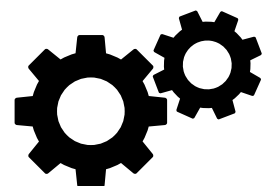


## CONCEPT

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.

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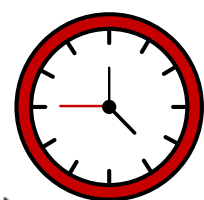


## FORMAT • LIVE AND DIGITAL

**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.

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**DURATION: 3 hours**

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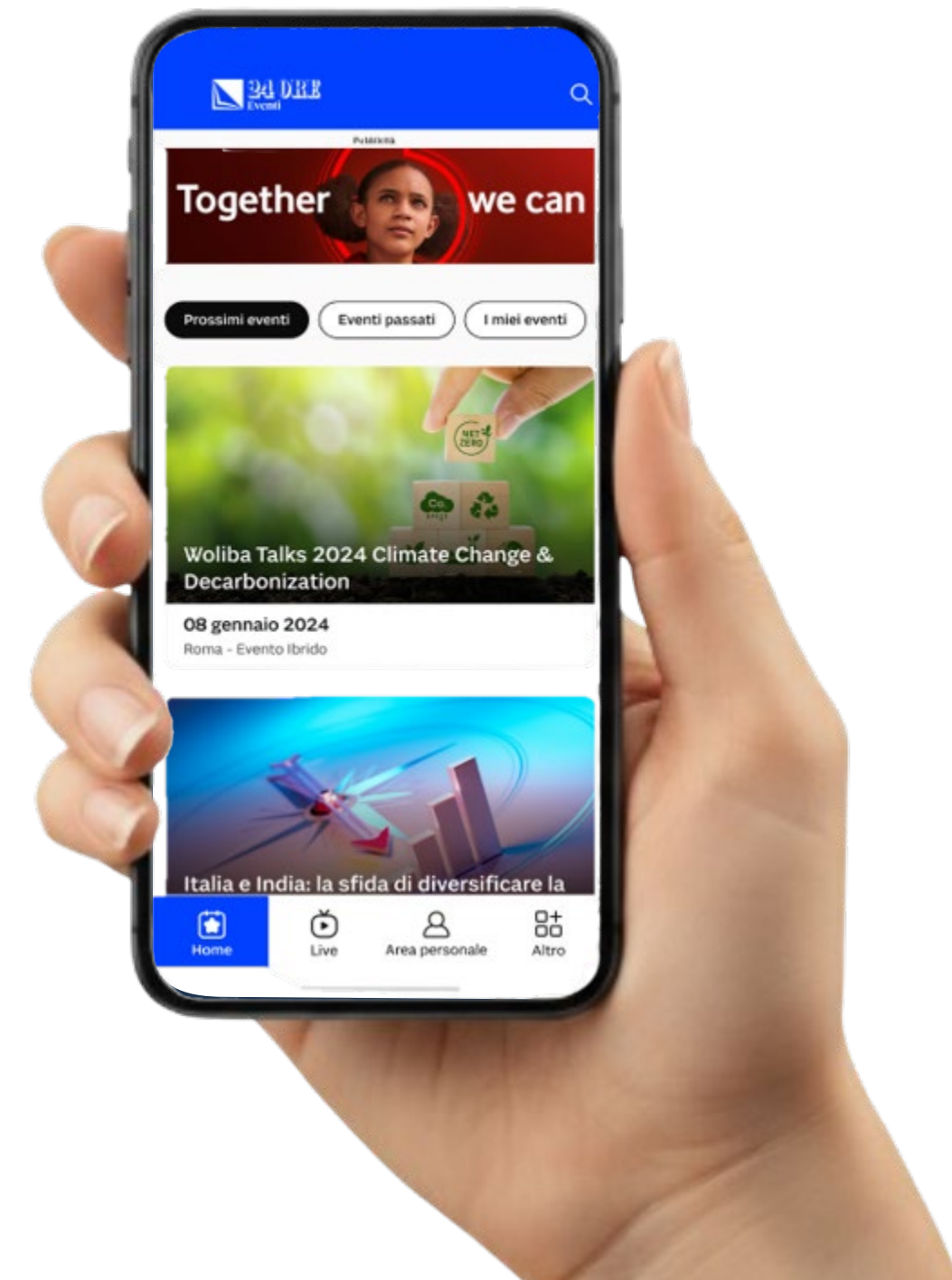
# AN INTERACTIVE EXPERIENCE

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**
- Remotely connecting **speakers** wherever they are (Italy / Abroad) and inserting **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



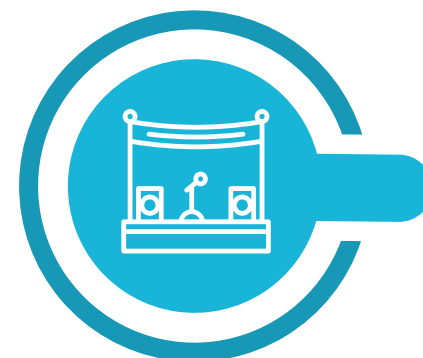
Partner logo video  
displayed in the waiting  
room



Opening **theme**  
song of the  
programme



Setting up a **set** at the  
chosen location





# COMMUNICATION CAMPAIGN

## WEB & DIRECT MARKETING\*

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Dedicated **landing page** on the website  
[24oreventi.ilsole24ore.com](http://24oreventi.ilsole24ore.com)

**No. 3 Direct E -Mail Marketing (DEM)** with a  
profiled target from the Il Sole 24 Ore database

## ON SITE\*

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Venue and entrance setup

## BANNER CAMPAIGN\*

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**MPU box** on the website

[www.ilsole24ore.com](http://www.ilsole24ore.com)

**Box Format (300x250)**

Duration: **1 week** before the event

## PRINT\*

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**2 advertisements** in Il Sole 24 Ore

**Half-page** format (60 modules, 312x222)

## FIXED POSITIONS ON THE .COM

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**Box Brand Connect** ROS on the  
website [www.ilsole24ore.com](http://www.ilsole24ore.com)

**Manchette** on the homepage  
[www.ilsole24ore.com](http://www.ilsole24ore.com)

\* Materials where the partner logo will be displayed

# SOCIAL MEDIA COMMUNICATION

**4 weeks** of engagement across the social media platforms of the entire network

**Meta + LinkedIn** to maximise the reach of the message and intercept the target audience

PRE-EVENT LAUNCHES

THEMATIC INSIGHTS

POST-EVENT GALLERY





# ED. 2025 EDITORIAL FOOTAGE

ES

24

ALUNNI DI 24 ORE  
L'11 ottobre 2024, il Sole 24 Ore ha organizzato il summit Open Innovation Summit 2025, dedicato al futuro dell'innovazione e della tecnologia.

GB Eventi del Sole  
Open Innovation Summit 2025

# AI, Pichetto Fratin: «In 10 anni esploderà la domanda di energia»

**Industria, Ultime parole del forum di Torino. Università, startup, soluzioni e venture capital insieme per modernizzare l'economia del Paese**

**U**ltime parole del forum di Torino, dedicato all'innovazione e alla tecnologia. Il tema centrale è stato la domanda di energia, che in 10 anni esploderà, secondo Pichetto Fratin, ministro dell'Energia e della Sicurezza Energetica. Il ministro ha sottolineato che la domanda di energia sarà il motore principale della crescita economica del Paese, e che la tecnologia sarà la chiave per rispondere a questa sfida. Ha anche parlato della necessità di modernizzare l'industria e di creare nuove startup, e di coinvolgere il venture capital per finanziare queste iniziative. Il forum di Torino è stato organizzato dal Sole 24 Ore e dalla Regione Piemonte, e ha visto la partecipazione di numerosi esperti del settore e di rappresentanti del governo e del mondo accademico. Tra i relatori principali c'era anche il ministro Pichetto Fratin, che ha tenuto una conferenza stampa alla fine del forum, in cui ha ribadito l'impegno del governo a sostenere l'innovazione e la tecnologia, e a creare un ambiente favorevole allo sviluppo delle startup e delle imprese innovative. Ha anche parlato della necessità di creare una rete di supporto per le startup, e di coinvolgere il venture capital per finanziare queste iniziative. Il forum di Torino è stato un'occasione importante per discutere delle sfide e delle opportunità dell'innovazione e della tecnologia, e per definire una strategia comune per affrontare queste sfide e cogliere queste opportunità. Il Sole 24 Ore continuerà a seguire da vicino lo sviluppo di queste iniziative, e a fornire informazioni e supporto alle startup e alle imprese innovative.

**24Ore Podcast**  
160' Su RAI

**Squali**  
Su RAI

Non perdersi la nuova stagione del podcast "Squali" de Il Sole 24 Ore: il caso Wirecard.

Il podcast "Squali" de Il Sole 24 Ore è un'indagine giornalistica che si occupa di scandali e casi di cronaca. La nuova stagione è dedicata al caso Wirecard, uno dei più grandi scandali finanziari degli ultimi anni. Il podcast è condotto da una squadra di giornalisti del Sole 24 Ore, che hanno seguito l'inchiesta da vicino, e che ora ti raccontano tutto quello che hai bisogno di sapere per capire cosa è successo e quali sono le implicazioni di questo caso. Il podcast è disponibile su RAI e su tutte le principali piattaforme di podcasting. Se sei interessato a scoprire di più sul caso Wirecard e su altri scandali e casi di cronaca, segui "Squali" de Il Sole 24 Ore.

**Sei nel podcast giusto. "Squali" è un podcast del Sole 24 Ore**  
disponibile dal 23 ottobre sul sito e sulle principali piattaforme.

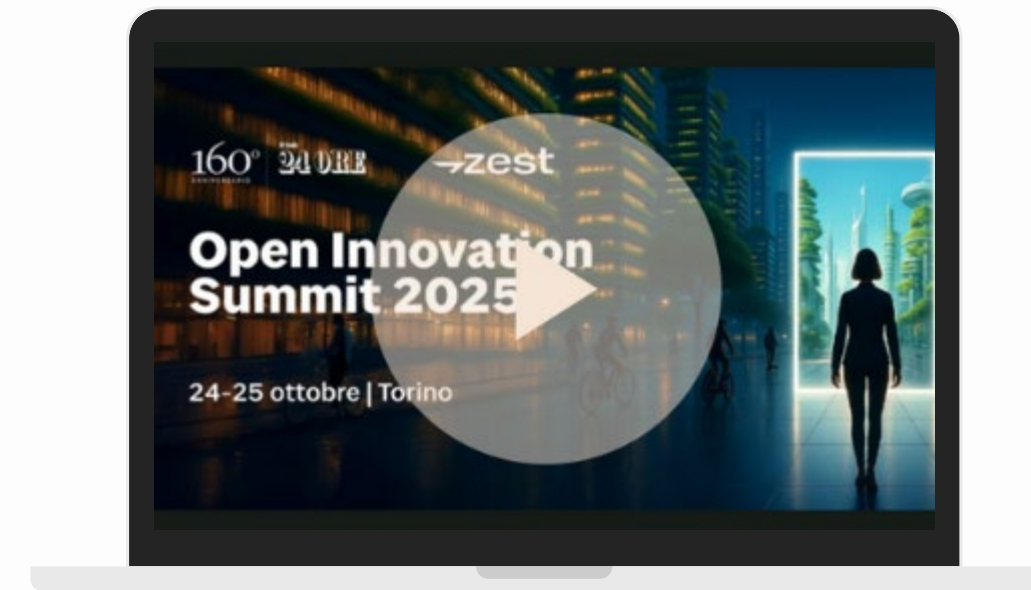
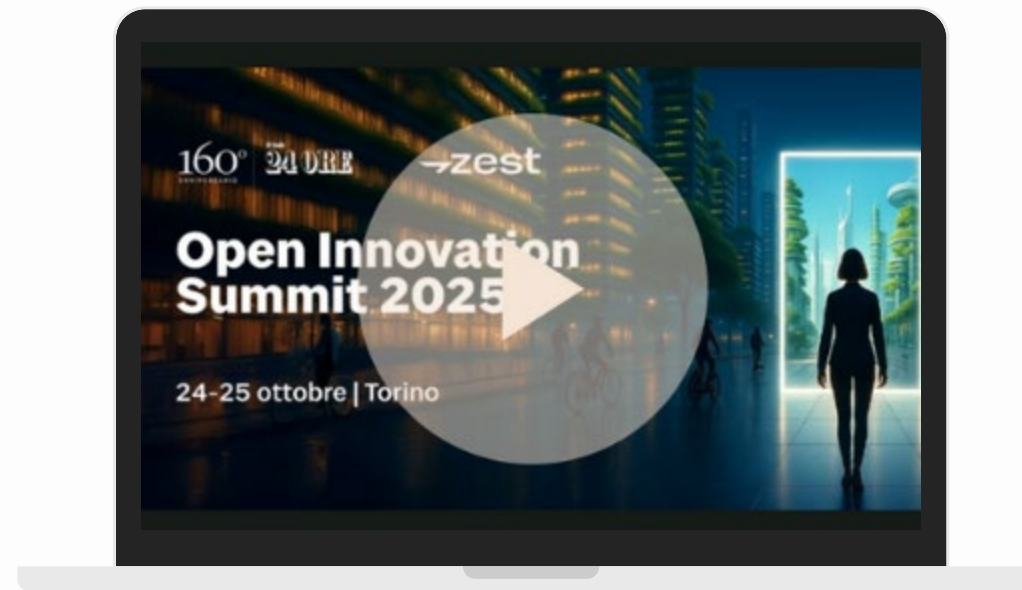


 **24 ORE**  
Eventi

# 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](https://ilsole24ore.com)
- on the event landing page on the website [24oreventi.ilsole24ore.com](https://24oreventi.ilsole24ore.com)
- inside the event page, in the **'videos and photos' section** of our **24 ORE Eventi app**.





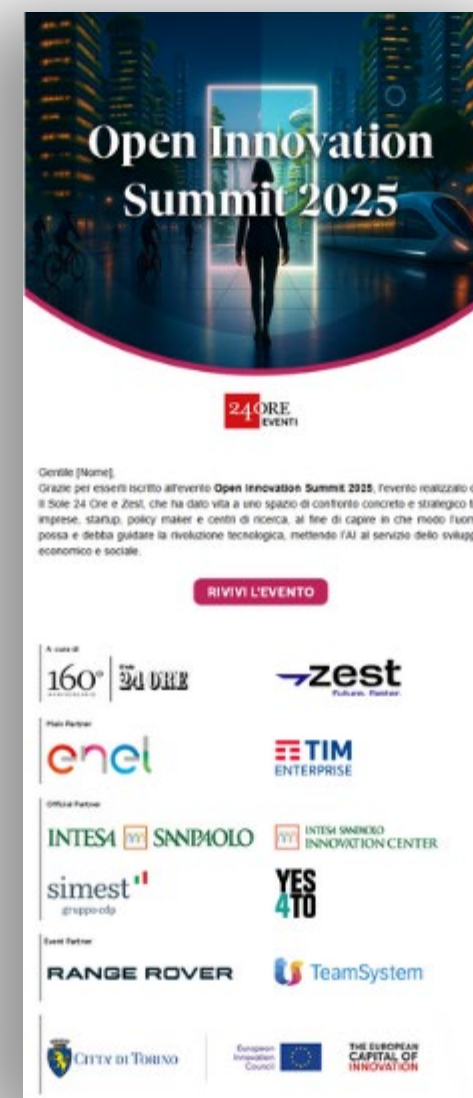
# POST-EVENT VISIBILITY/ 2

## THANK YOU EMAIL MARKETING

## FLICKR

On the event page, in the “**videos and images**” section , the link to the Flickr platform with all the photos will be available.

## POST-EVENT VIDEOS ON SOCIAL MEDIA PLATFORMS



# 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**



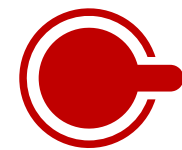
**Il Sole**  
**24 ORE**  
Eventi

**Il Sole**  
**24 ORE**  
Radiocor



# MAIN PARTNER

## CREATION OF AN AD HOC SESSION



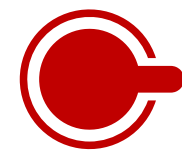
### SPEECHES

ad hoc focus by a representative of the partner + 2 case history representatives from client companies



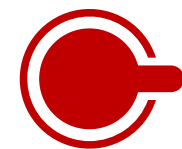
### TICKER

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

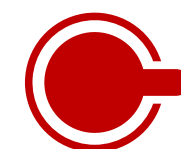


### LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

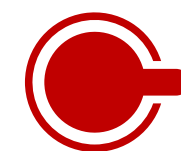
## INVESTMENT REQUIRED

€36,000 net with video interview  
€30,000 net without video interview



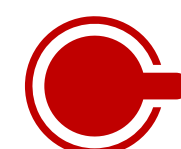
### PROMOTIONAL VIDEO

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



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

# MAIN PARTNER

## ONE TO ONE SESSION



### SPEECHES

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

## INVESTMENT REQUIRED

€31,000 net with video interview

€25,000 net without 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



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



# OFFICIAL PARTNER

## SPEECH AS PART OF A ROUNDTABLE DISCUSSION



### SPEECHES

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

## INVESTMENT REQUIRED

€21,000 net with video interview  
€15,000 net without 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



### 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 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



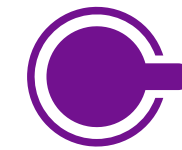
### LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



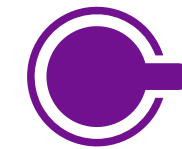
### INFORMATION MATERIAL

download of partner material from the event landing page



### POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



### LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

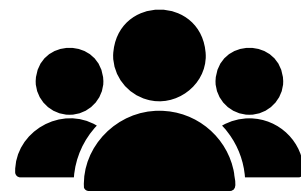


# KEY PERFORMANCE INDICATORS



## SUBSCRIBERS

Number of users subscribed at 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