

ROAD TO TRENTO

THE INTERNATIONAL EVENTS OF THE
ECONOMICS FESTIVAL 2026



ROAD TO TRENTO

THE 2026 STOPOVERS:



HO CHI MINH - TBD
SÃO PAULO - 25 MARCH

LIVE  STREAMING

Road to Trento is the international roadshow that represents the run-up to the **Trento Festival of Economics**, one of the most important international events dedicated to major contemporary economic and geopolitical issues. Since 2023, the project has been bringing the spirit of the Festival to the world, creating opportunities for dialogue, discussion and networking between businesses, institutions, academia and Italian communities abroad.

Each event is hosted by Embassies, Consulates, or Italian Cultural Institutes, and deals with **the challenges and opportunities of international markets** with the contribution of prominent speakers. Among the objectives of the meetings, which are aimed at the Italian business community around the world, our companies with international interests, and foreign companies looking at Made in Italy and economic partnerships, is the **promotion of our economic culture and the strengthening of relations between Italian companies and foreign markets, also thanks to networking opportunities.**



TARGET

**THE ITALIAN BUSINESS
COMMUNITY WORLDWIDE, ITALIAN
COMPANIES WITH FOREIGN
OFFICES, COMPANIES INTERESTED
IN NEW TARGETS
INVESTMENTS**

THE ITALIAN NETWORK AROUND THE WORLD

OBJECTIVES: economic theory in the field

- Building a **pathway to the Festival of Economics** that anticipates its issues and enhances its thematic cues
- Creating **networking** opportunities for **companies**, the **world of research**, institutional representatives within the framework of the **network of diplomatic representations** and **foreign trade establishments**
- **Analysing international scenarios** and building **synergies** in response to present and future challenges
- Exploring **global investment opportunities**, following trends in the **evolution of local economies**
- Supporting the **visibility of Italian companies and of host countries by supporting their trade**

FORMAT

- Conferences organised with direct involvement of the Italian embassies in the countries of reference, involving local operators from the world of business and research
- Networking and discussion opportunities with the local business community and the institutional and academic networks



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*



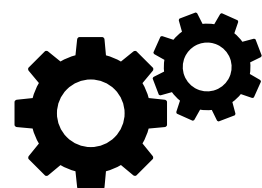
CONCEPT & FORMAT



CONCEPT

Event broadcast via **live streaming** .
Individual speeches will alternate with study presentations, panel discussions, any remote or registered speeches.

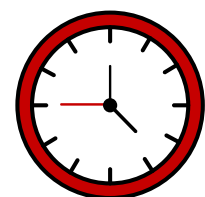
A **Q&A session** may be scheduled.



FORMAT

LIVE  STREAMING

Live Streaming Event: access via the platform.
User registration required.
It is possible to watch the event on demand on the dedicated landing page.



DURATION: 3 hours



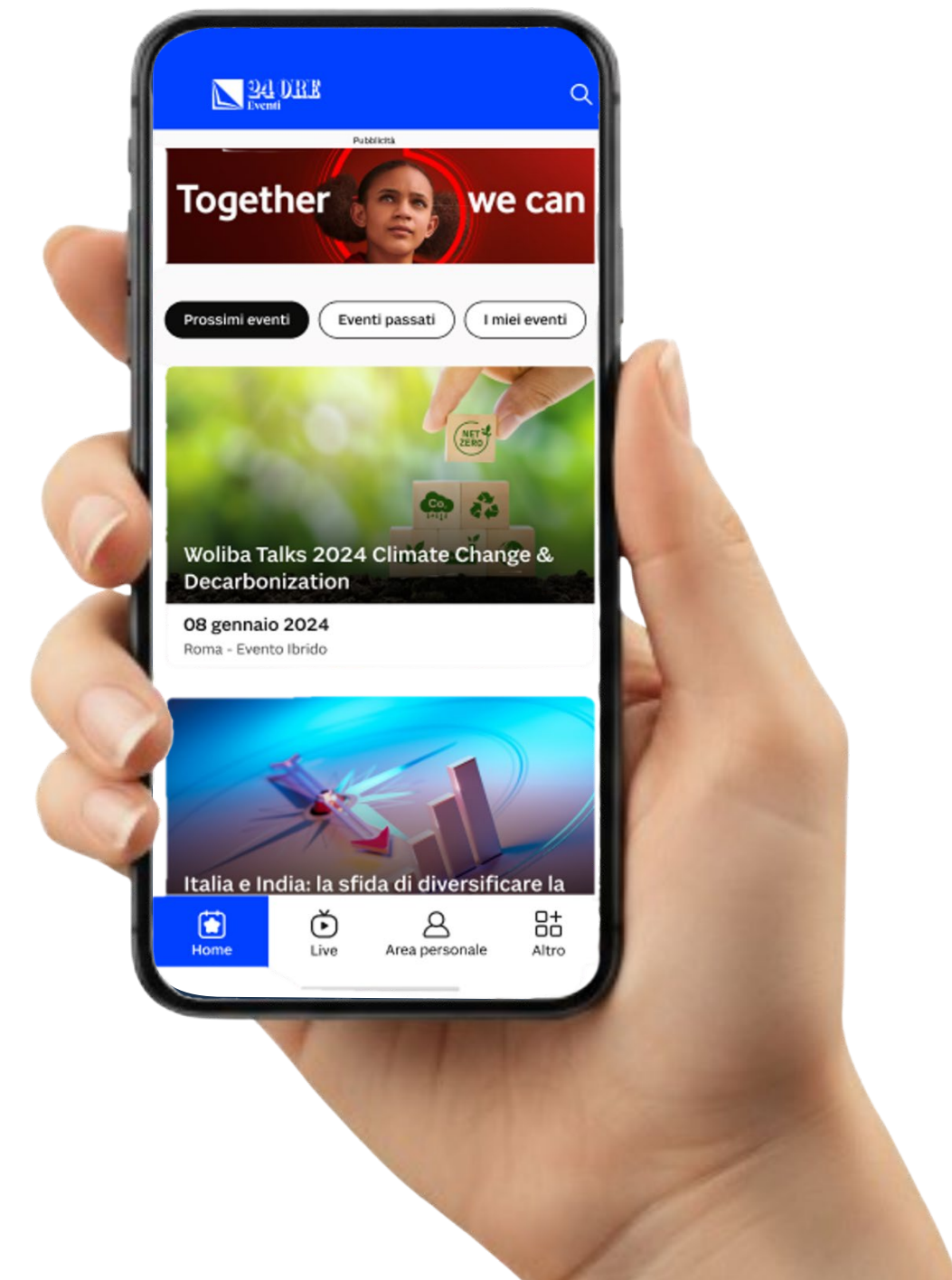
AN INTERACTIVE EXPERIENCE

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**
- 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 remote audiences** (e.g. polls)



Possibility to
connect **guests**
remotely via a
platform



Guests accompanied
on stage by
graphics and
background music



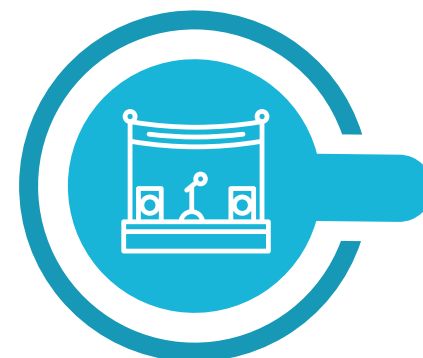
Opening **theme**
song of the
programme



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

ON SITE*

Venue and entrance setup

BANNER CAMPAIGN*

MPU box on the website

www.ilsole24ore.com

Box Format (300x250)

Duration: **1 week before the event**

PRINT*

2 advertisements in Il Sole 24 Ore

Half-page format (60 modules, 312x222)

FIXED POSITIONS ON THE .COM

Box Brand Connect ROS on the
website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com

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

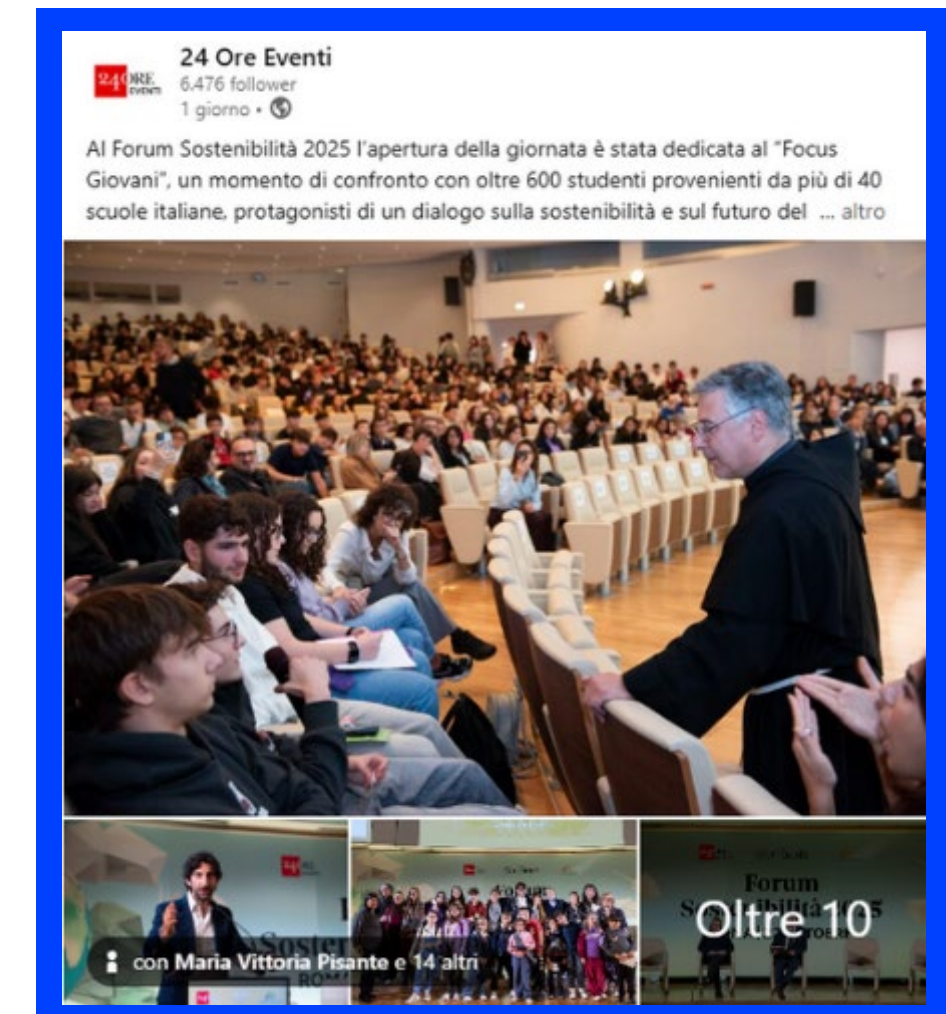
LAUNCHES - PRE-EVENT



THEMATIC INSIGHTS



GALLERY - POST-EVENT



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 24oreeventi.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 VIDEOS ON SOCIAL MEDIA PLATFORMS



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**



Il Sole
24 ORE
Eventi

Il Sole
24 ORE
Radiocor

PARTNER

FOR EACH STAGE

INVESTMENT REQUIRED

€30,000 net

Excluding any additional activities not specified in the proposal



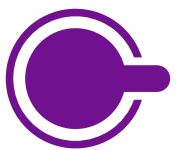
SPEECHES

speech in a roundtable discussion on agreed-upon topics



PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



LEAD GENERATION

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



POST-EVENT REPORT

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



LOGO VISIBILITY

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



INFORMATION MATERIAL

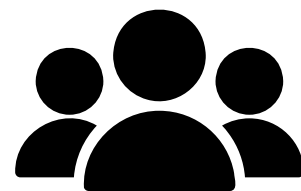
download of partner material from the event landing page

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