



SMART RETAIL

1[^] EDITION



Il Sole
24 ORE



SMART RETAIL



23 JUNE



MILAN

• LIVE AND DIGITAL

Digital transformation continues to reshape the way we sell, communicate, and build relationships with customers. The event will be the meeting point between companies, brands, retailers, startups, and technology players to explore how innovation is changing the face of modern commerce.

From **Artificial Intelligence** to the **personalisation of purchase paths**, from **digital payments** to **omnichannel platforms**, the Summit will delve into the **technological solutions** that make sales more efficient, experiential and sustainable.

Through keynote speeches, round tables and case studies, participants will discover **trends, tools, and strategies** to face the new **challenges of retail**, strengthening the **relationship with the customers** and improving sales performance.



TARGET

MARKETING DIRECTOR, SALES DIRECTOR, STORE MANAGER, RETAIL MERCHANDISER, DIGITAL COMMERCE MANAGER



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*



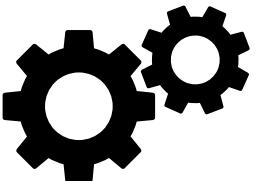
CONCEPT & FORMAT



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.

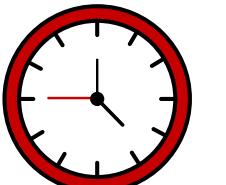


FORMAT

• **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.



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**.

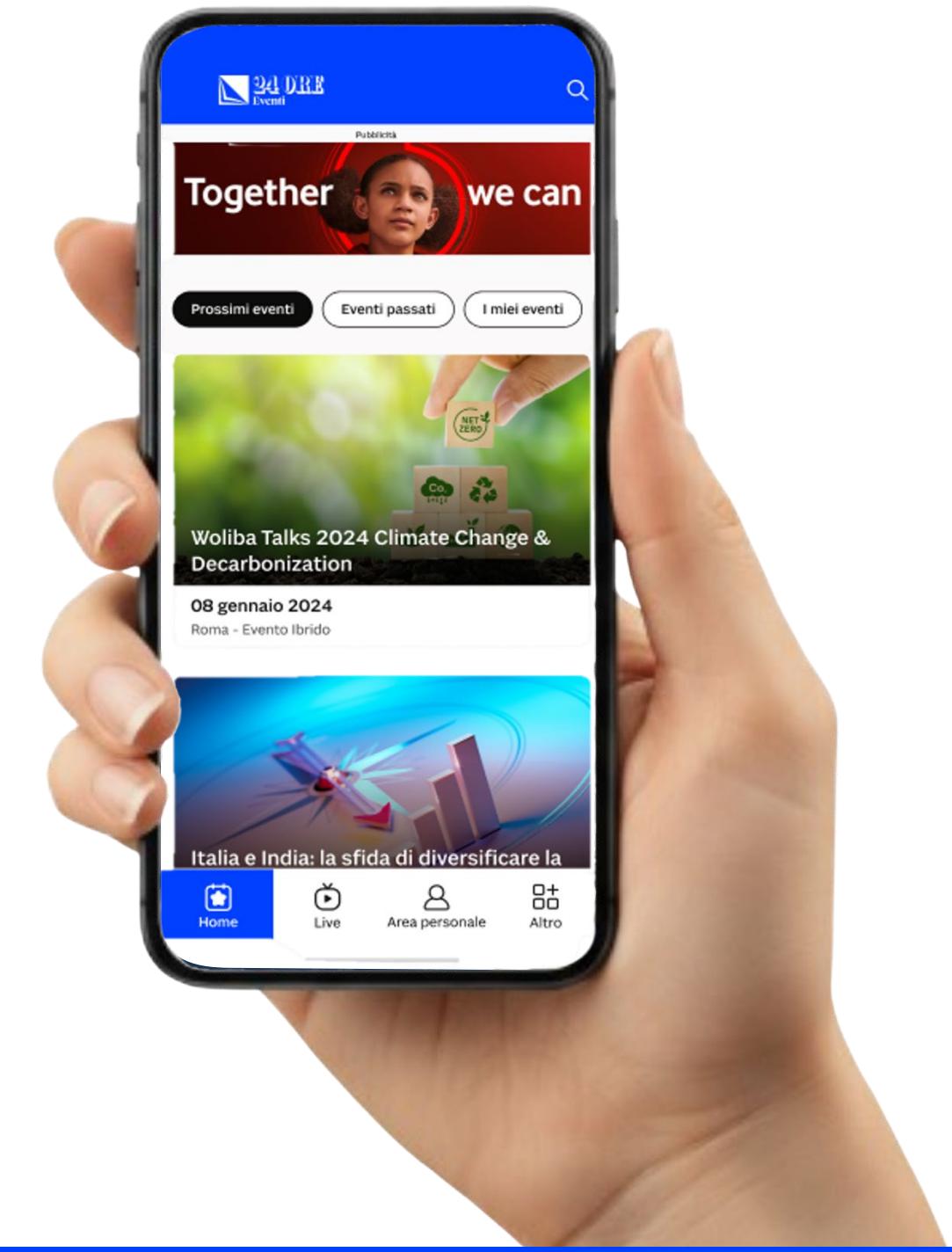
Event registrants will have access to a section/entry page with a customised player to enjoy a cross-screen and cross-device video stream, with real-time optimisation on the content display.

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



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



Opening **theme** song of the programme



Opportunity for **interaction with both in-person and remote audiences** (e.g. polls)



Guests accompanied on stage by **graphics** and background music



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

* 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

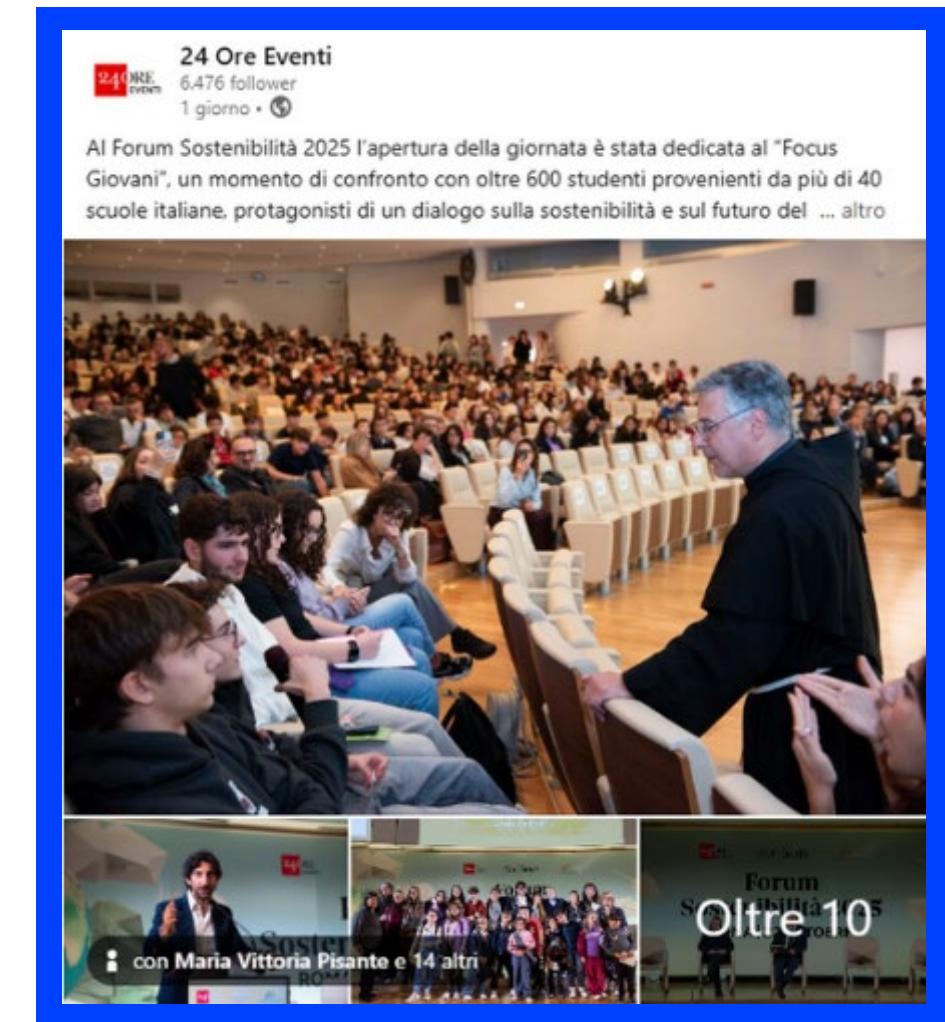
PRE-EVENT LAUNCHES



THEMATIC INSIGHTS



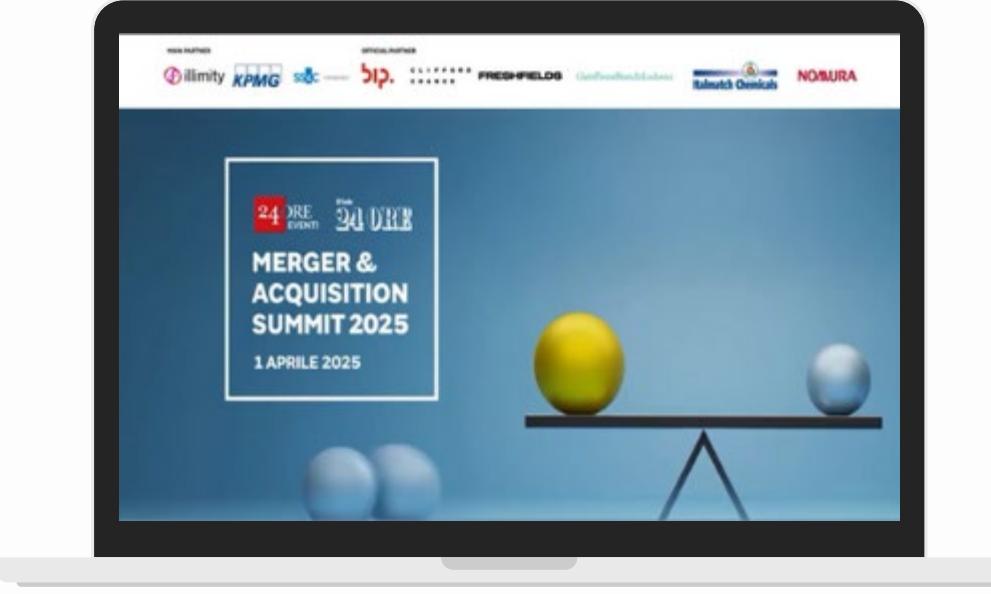
POST-EVENT GALLERY



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**.

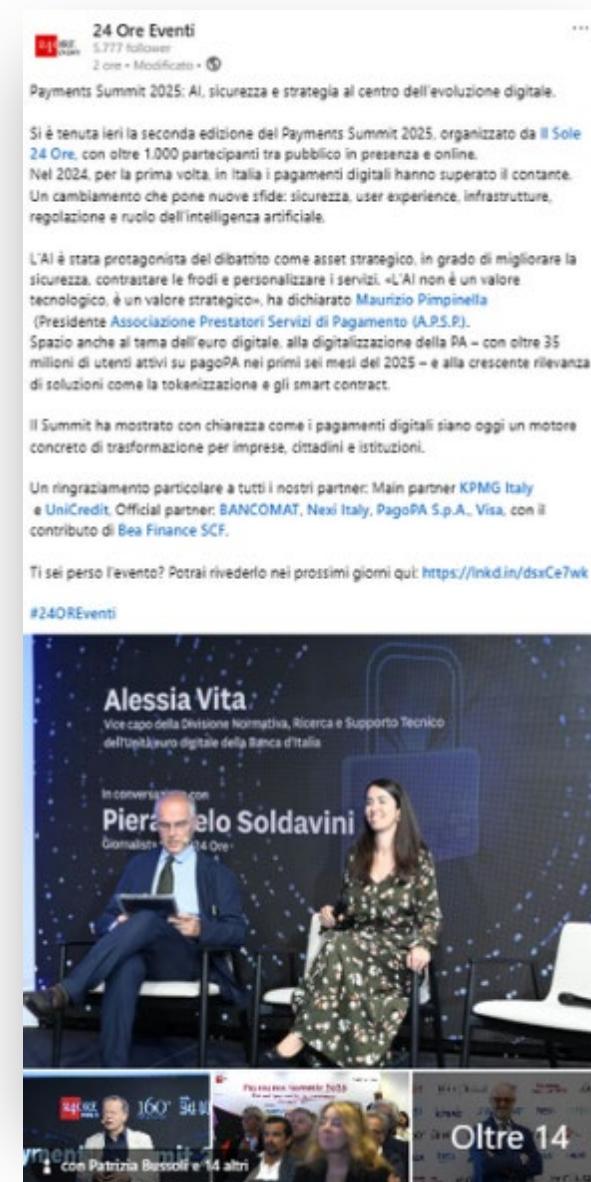


POST-EVENT VISIBILITY/2

THANK YOU 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



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



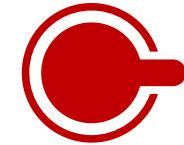
TICKER

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



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

INVESTMENT REQUIRED

€12,000 net with video interview



POST-EVENT REPORT

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

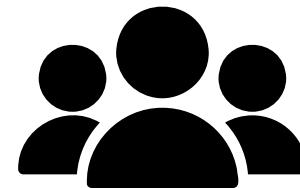


LEAD GENERATION

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

KEY PERFORMANCE INDICATORS

REGISTER NOW

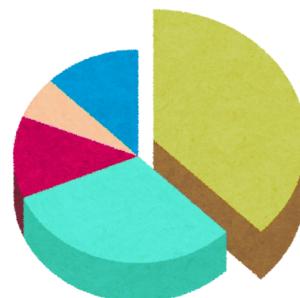


SUBSCRIBERS

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