



PLANNING DIGITAL ROUND TABLE 2024

Radio24

24ORE
SYSTEM

RADIO 24 DIGITAL ROUND TABLES

Radio 24, always a reference point for useful and authoritative information can organize, **jointly with the partner a streaming digital round table** moderated by the most prestigious voices of Radio 24 on topics of interest to the partner.

The Digital Round Table, characterized by a strong editorial vocation and the characteristic rhythm of the radio conduction, will be the result of a cooperation and sharing work between Radio 24 and the partner of the initiative as well as the identification of the themes that will be the topics of the interventions.

FORMAT

- **Duration:** 2 hours
- **Location:** hosts and guests in presence or connected remotely, at the studios of Radio 24;
- **How:** through a dedicated platform that will allow the streaming of the event and the interaction of listeners, upon the registration on Radio 24 website.



THE STRENGTHS OF DRT::

Strong recognition of programs and moderators

Rhythm of the radio broadcast

Host mode that approaches the listener and guests

Strong user interaction

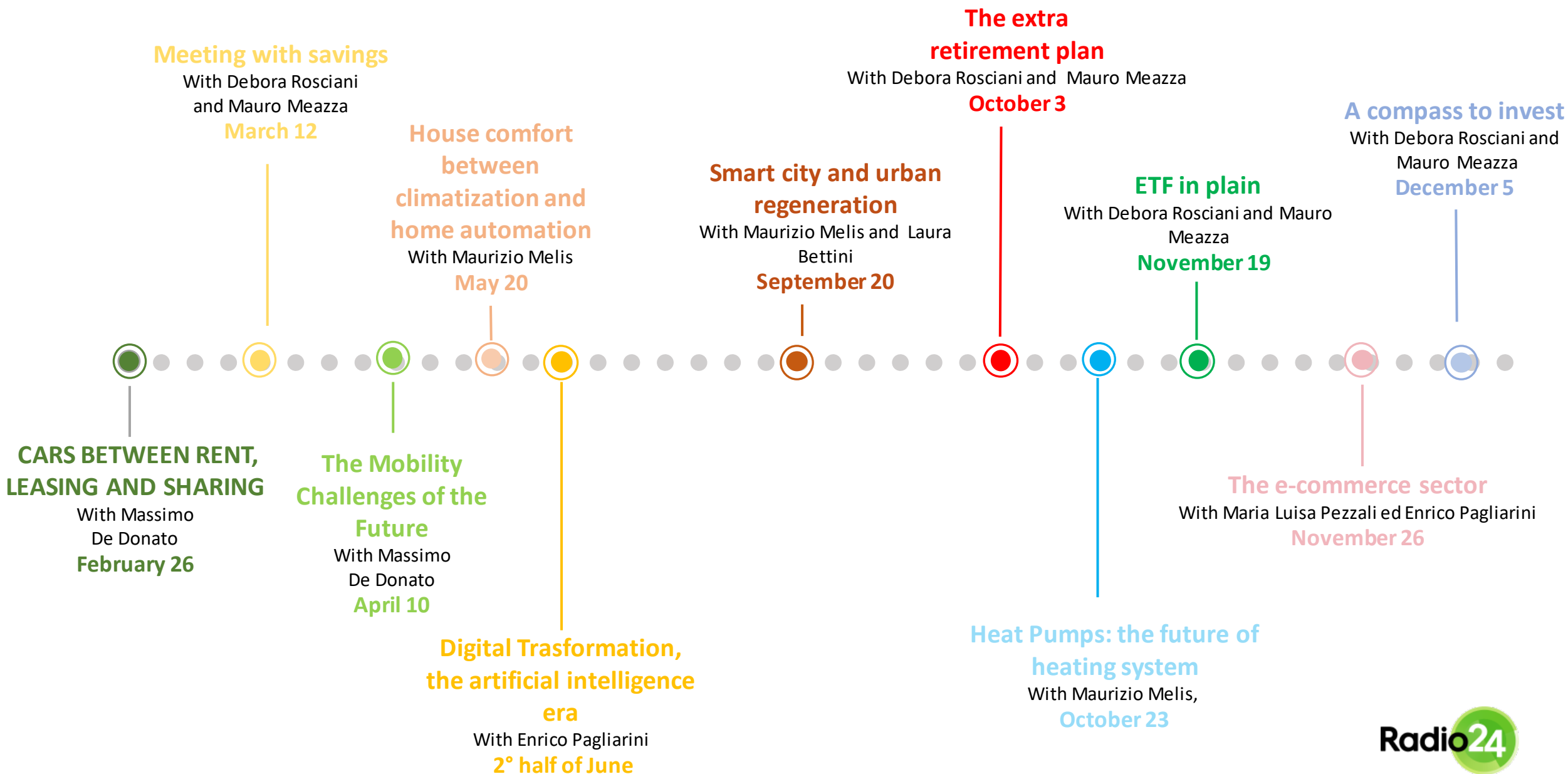
Possibility to participate during the event with questions and requests for in-depth analysis of the topics covered;

Reaching the final target (BTC)

Large number of subscribers attentive to the content and interested in the specific themes of the event;

Possibility to follow the event both on radio24.it and on Radio 24+1 , the dab channel of Radio 24 .

PLANNING DIGITAL ROUND TABLE 2024 **RADIO 24**



DRT CARS BETWEEN RENT, LEASING AND SHARING

Moderator Massimo De Donato

26
FEBRUARY

2° EDITION

Cars: the choices of italians. The rental persuades Italians more and more. In a climate of uncertainty about the engines to choose, in fact, Italians motorists are increasingly inclined to a "test" of the car through rental, gradually approaching even subscription services. From corporate fleets to private decisions the rental continues to grow. The data show how the long-term rental has recorded a decided +47% of registrations in the first 6 months of 2023, with a circulating fleet that has exceeded 1 million and 300 thousand vehicles, coming to represent 25% of the entire volume of registrations in Italy, while in the private channel the 163 thousand units were reached. But in addition to renting what other solutions are available? From leasing to car sharing how do Italians move?

The event, curated by Massimo De Donato, journalist and host of the Smart Car and Strade e Motori programs of Radio 24, aims to analyze this trend of Italian mobility and deepened a theme of strong interest among listeners.



DRT MEETING WITH SAVINGS

12
MARCH

Moderators Debora Rosciani — Mauro Meazza

After a 2023 marked by inflation fight with several interventions of the major world economies Central Banks, in which climate has 2024 started? By nature, the economic and financial scenario is dynamic and always a harbinger of novelty. However, there is one aspect that should never change: the attitude of the saver who should always be oriented towards the achievement of personal or family financial objectives, regardless of the context in which the stock exchanges move. An important theme that is linked to the great commitment to financial education that has been going on for some years in Italy: with what results? In an ideal world, anyone can be the main character of their financial education, to promote a better relationship between us and our savings, but the numbers and surveys tell a reality still far from this ideal. So, after years of excessive immobilizations on the current accounts, a lot of money has been poured on the government bonds in a very short time, neglecting an action of diversification that is instead the instrument that more than others can protect from every critical phase of market. Debora Rosciani and Mauro Meazza take stock of the roles and possible paths for this "financial education in search of author" in view of the two most important events in the financial sector in Italy: Consulentia and il Salone del Risparmio.



DRT THE MOBILITY CHALLENGES OF THE FUTURE

10
APRIL

Moderator Massimo De Donato

The automotive sector is going to value the impact of Govern decisions on electric vehicles market, an impact that will have a reflection even in the world of car fleet due to the opening of ministerial measures to the world of corporate cars. Meanwhile it's the entire world of mobility and infrastructures to be interested in deep changes: pushed by new technologies, digitalization but even also the rise of energy costs and green transition.

Are therefore many factors that represents an opportunity of chance for the entire sector, with security and environmental aspects between the main challenges

The event, moderated by Massimo De Donato, journalist and host of Radio 24, expert on themes related to the world of mobility and transport, aims to analyze this sector and the challenges it will faces in a period of continuous transformation.



DRT HOUSE COMFORT BETWEEN CLIMATIZATION AND HOME AUTOMATION

23
APRIL

Moderator Maurizio Melis

Living comfort and energy efficiency are the two priorities in the design of a modern building. Thanks to technological innovation we now have the ability to monitor consumption, manage with maximum efficiency the heating and cooling system, program the lighting system, control the appliances, adjust the air exchange, depending on your housing needs. While in the near future it is aimed at entrusting to building automation systems also aspects such as medical monitoring and health status of people living in a building, especially if they are elderly.

Whether it's Smart home or Building Automation, the evolution of domotic, both in residential and commercial, is able to make smart buildings, ensuring high levels of safety, comfort, convenience and energy efficiency.

In this context, a particular role is played by heating and cooling systems, the most important to ensure the climate well-being in the home, but also the most energy-intensive.

The event curated by the journalist of Radio 24, Maurizio Melis, will allow to discuss together with industry experts the role of new technologies in creating more efficient environments, healthy and sustainable, and moving closer to European health and decarbonizations goals.



DRT DIGITAL TRASFORMATION, THE ARTIFICIAL INTELLIGENCE ERA

JUNE

Moderator Enrico Pagliarini

The digital market in Italy has reached a value of over 77 billion euros, with the digital transformation that it is confirmed as a significant economic lever in the economic recovery of the country.

What changes with the development of generative artificial intelligence systems that are starting to enter in business process and Public Administration? These new technologies will have a deep impact, also on planning, and will give the opportunity to develop new services and products and will require new skills. Formation will be crucial. Within the company are expected the greatest benefits in these areas : process automation and efficiency improvement; supply chain optimization; increase of forecasting capacity to make decisions on inventory, marketing, sales and other strategic areas. A more “clever” data analysis will bring a greater innovation ability for the companies, greater competitiveness and new business models. Together with new opportunities also new challenges and risks are growing and they go beyond the single organization and include the entire society development: privacy, data security, disinformation, employment impact, sustainability, errors and systems transparency.

Enrico Pagliarini, together with industry experts, will analyze the present and future scenario of artificial intelligence to understand how to face the ongoing transformation.



DRT ENERGY COMMUNITY AND COLLECTIVE SELF-CONSUMPTION

SEPTEMBER

Moderator Maurizio Melis

On 22 November the approval of the decree implementing the incentive of the Renewable Energy Communities gives the green light to all projects and pending implementation. Now in fact renewable energy communities and groups of collective consumption can become a widespread reality in the country.

Thanks to the Energy Communities, citizens, businesses and organizations of different types can share production and consumption of renewable energy with their "neighbors" gaining economic and social benefits.

In Italy, an exponential growth in the number of energy communities is expected in the coming years and it is estimated that by 2025 there will be about 40 thousand and will involve almost 1.2 million families, 200 thousand offices and 10 thousand SMEs.

Main topics:

- **Functioning of self-consumption groups and renewable energy communities;**
- **Value of incentives and subdivision;**
- **Advantages of the diffusion of Energy Communities on the electricity system;**
- **Possible management models**

Maurizio Melis, journalist and host of the program Smart City on Radio 24, will take stock together with experts on future scenarios related to these new energy models, to understand what opportunities exist for companies and individuals in terms of energy and the environment.



DRT SMART CITY AND URBAN REGENERATION

20
SEPTEMBER

Moderators Maurizio Melis e Laura Bettini

Smart City or Green City? Both thanks. The challenge is of a technology that allows to create connected, reactive and functional cities, but at the same time to make urban centers more livable and less polluted. From hi-tech solutions for traffic management, to the modernization of old buildings, from the management and storage of large loads of collected data to the redesign of mobility, there are many aspects that must be taken into account.

In this perspective, how are urban centers evolving in Italy? How are they retrained and regenerated and what will be the impact of these operations on individual citizens?

Maurizio Melis and Laura Bettini, journalists and presenters of Radio 24, will take stock together with experts, on the two fundamental aspects for the Smart Green City: the technological soul and the sustainable one destined more and more to coexist.



DRT THE EXTRA RETIREMENT PLAN

Moderators Debora Rosciani — Mauro Meazza

3
OCTOBER

3° EDIZIONE

The saver should invest according to the logic of 'objectives to be achieved' and the moment of retirement is certainly among the most important objectives. But it's a time to build: we know that public pensions will be - for obvious demographic reasons - less and less generous. Every worker must be aware that first-hand action is needed to ensure an adequate standard of living after working life. The data tell us that the adhesions to the forms of supplementary insurance in Italy are growing, despite the uncertainties of the world of work and despite the difficulties of the economic landscape that the community has endured in recent years. Yet, the potential is still high and too many workers are not responding to the call. Information is lacking to make convincing choices. And particularly low is the number of young people who access pension funds: those who would most need to build a savings parachute. The increase in life expectancy and the decrease in the number of newborn children only accentuate the urgency of the social security issue.

The event hosted by Debora Rosciani and Mauro Meazza, journalists and presenters of the program Due di Denari on Radio 24, offers an opportunity to discuss the importance of the promotion of social security culture among citizens, promoting a better understanding of the instruments available for the savers.



DRT HEAT PUMPS: THE FUTURE OF HEATING SYSTEM

23
OCTOBER

Moderator Maurizio Melis

2° EDIZIONE

After the success of the first edition, the appointment with the DRT Heat pumps: the future of heating system returns.

What opportunities do heat pumps represent in the energy transition panorama and for Italian economy? The intention of the European Union, starting from 2029 or from 2035, to prohibit the sale of natural gas boilers or to discourage their use, and the strong trend of electrification in progress, represent a boost for the industry that must face several issues: from the still high costs for the substitution of the systems to the search of technologies more and more efficient and sustainable. What, then, is the current picture and what are the expectations for the development of the heat pump sector? Within this framework, what is the contribution of Italian industries? And what technologies and measures can make a difference in the design and use of these systems?

Maurizio Melis, journalist of Radio 24 and host of the Smart City program, will take stock, together with experts in the field, on the role of heat pumps as indispensable tools to achieve the objectives of the decarbonisation strategy and the growth prospects of the sector.



DRT ETF IN PLAIN

Moderators Debora Rosciani — Mauro Meazza

19
NOVEMBER

4° EDIZIONE

The ETFs industry does not stop. In 2023 had inherited 11 trillion assets under management and substantial assets from the previous year, which are expected to double in the next 5 years. Investors' interest, from the indistinct public to the institutional one, in this category of products shows no signs of shrinking, despite the complicated scenario of the financial markets. On the contrary, the public continues to focus on the positive aspects that have always distinguished this investment class: accessibility, maximum diversification exposure on the markets, low costs and, last but not least, investment in technology by asset managers who are proposing increasingly efficient and innovative solutions, such as the recent strategy of 'active management' and choices related to sustainability. And finally, what other innovations are the main players in the sector preparing?

The event, moderated by Debora Rosciani and Mauro Meazza, journalists and presenters of the program Due di Denari on Radio 24, presents in detail the characteristics of this category of financial instruments, thanks to the presence of experts and professionals in the sector



DRT THE E-COMMERCE SECTOR

26
NOVEMBER

Moderators Enrico Pagliarini e Marialuisa Pezzali

B2b eCommerce in Italy is worth 468 billion euros with slow but steady growth. At the moment the sector is behind with the digitisation of enterprises, with SMEs in particular struggling to keep up with technological innovations. An example is the transport documents with only 34% of Italian companies issuing them digital. An important push for a digital future and the development of e-commerce comes from the directive "VAT in the Digital Age", the action plan of the European Commission which aims to facilitate the tax authorities of the Member States of the European Union in the fight against tax fraud through the use of digital technology. The directive provides for a single format for intra-EU transactions from 2028. So how will e-commerce change in Italy and how will it be possible for small businesses to adapt to the various changes?

Enrico Pagliarini and Marialuisa Pezzali, together with the experts, will analyze how e-commerce is changing the small gestures of everyday life and how the use of technology is increasingly fundamental in the evolution of online.



DRT A COMPASS TO INVEST

Moderators Debora Rosciani — Mauro Meazza

5
DICEMBRE

2° EDIZIONE

The year 2024 opened with inflation under control and a promise, even though not always clearly expressed, from central banks to start reducing interest rates. How did stocks and bonds react? What were the main investment classes? How have professional operators and small savers set their strategies and investment time frames? What worries have stirred the year and what new opportunities, instead, have appeared?

Debora Rosciani and Mauro Meazza, journalists and presenters of the program Due di Denari on Radio 24, discuss with operators and market specialists the prospects for the new year.





COMMUNICATION CAMPAIGN



ON AIR COMMUNICATION RADIO24

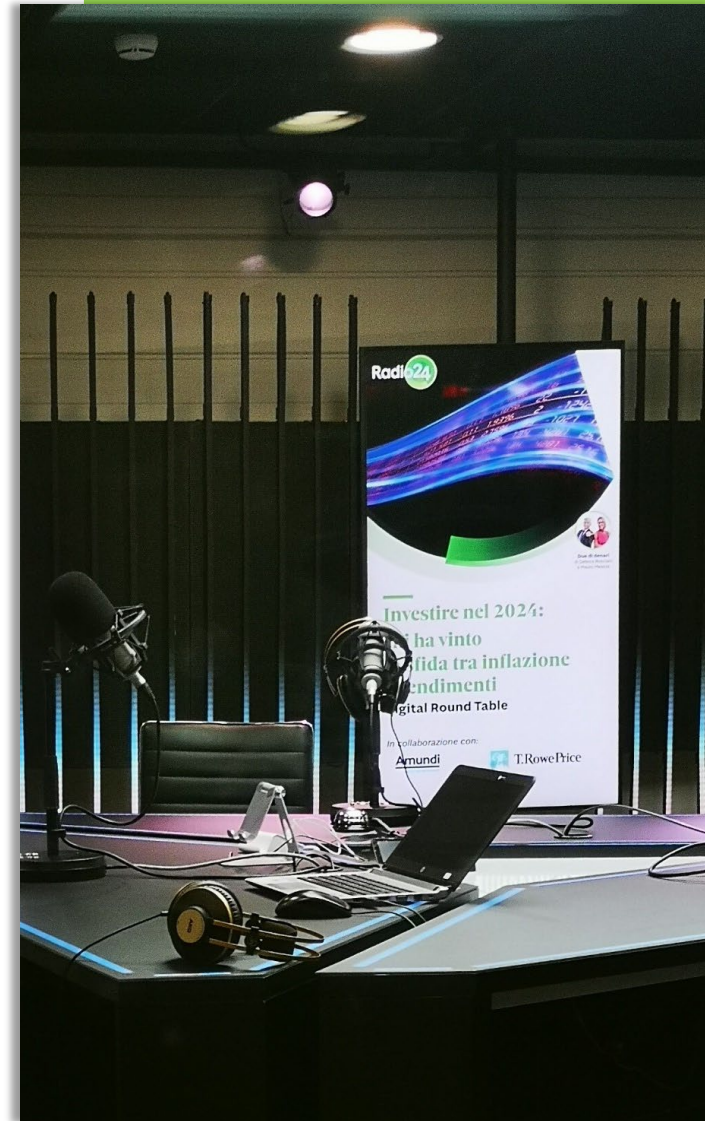
To inform all listeners of the event and invite them to register to participate, starting 2 weeks before, a co-brand promotional campaign will be broadcast in order to attract the maximum interest of the radio audience.

N.5 * 30 "co-brand promo per day, in rotation from 6.00 to 24.00.

Each day, for 14 days, each partner will be mentioned in **5 co-brand promos for a total of 70 co-brand promos.**

The co-brand promos will mention the collaboration between Radio 24 and the partners participating in the initiative.

In addition, the digital event will be remembered broadcast on Radio 24 in the programs most in line with the issues addressed.



COMMUNICATION RADIO24.IT

Radio 24 listeners will be able to find all the information to register on radio24.it, in the **Events** section.

The page dedicated to the event will be online starting from the previous two weeks - in conjunction with the on-air communication -, and will provide all the details to participate, the topics covered.

The streaming of the digital round table will be available for the next two weeks on radio24.it

Gli eventi di Radio 24

Radio24 Due di denari di Debora Rosciani e Mauro Meazza

5 dicembre dalle 15:00 alle 17:00

Moderatori: Debora Rosciani e Mauro Meazza

Iscriviti su radio24.it e partecipa alla diretta dal tuo pc, smartphone o tablet.
Per informazioni: iniziativespeciali@radio24.it

IN COLLABORAZIONE CON

Amundi **T.RowePrice**

Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti Digital Round Table
5 dicembre 2023 dalle 15.00 alle 17.00



Radio24 Accedi

Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti

Digital Round Table
Con la moderazione di Debora Rosciani e Mauro Meazza

DIGITAL ROUND TABLE

5 Dicembre 2023
15:00 - 17:00

0 4 9 19
GIORNI ORE MINUTI SECONDI

REGISTRATI ORA
Per partecipare al live streaming

Con la moderazione di Debora Rosciani e Mauro Meazza

L'evento

Non sembrano sufficienti le iniziative delle Banche Centrali che, a colpi di aumenti dei tassi di interesse, provano a riportare i prezzi sotto controllo. Sembra proprio che ancora per un lungo periodo di tempo il panorama finanziario dovrà gestire la dinamica inflazionistica cercando le classi di investimento più promettenti o, quantomeno, più adatte a sopportare questo scenario. Azioni e obbligazioni sull'orizzonte: ancora per quanto? Quando rivedremo una certa stabilità sui mercati? E alla luce di questo interrogativo, come cambia l'orizzonte temporale di investimento degli operatori professionali e dei piccoli risparmiatori? Che soluzioni offrire a questi risparmiatori che cercano riparo e protezione dei propri investimenti? Durante l'evento sarà dato spazio alle domande più frequenti degli ascoltatori, grazie al riscontro delle società che hanno partecipato all'iniziativa, ognuna in base alle sue caratteristiche.

Relatori

Francesco Sandrini
Head of Multi-Asset Strategies
di Amundi

Donato Savatteri
Head of Southern Europe
T. Rowe Price

In collaborazione con:

Amundi **T.RowePrice**

Un evento di:

Radio24

COMMUNICATION RADIO24.IT

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LIVE ON RADIO24 +1

In addition to radio24.it, the live broadcast of the Digital Round Table can be followed on air by listeners on **Radio 24 + 1**.

Research carried out on the subject shows that Italians love to listen to digital radio. Today there are over 8 million DAB + digital receivers in the homes and cars of Italians and within the year they will exceed the threshold of 13 million. DAB + is an increasingly familiar radio listening experience, an efficient and very welcome service. Finally, the DAB + digital radio transmission system allows for excellent quality listening.




DEM TO IL SOLE 24 ORE DATABASE

To support the radio campaign and the newspaper, 4 Dem will be sent to the database profiled Sole 24 Ore and Radio 24, which will have the aim of communicating to the target audience the date of the digital round table sending it to the Radio 24 site for registration.


Inside the Dem, the partnership will be made explicit with the partner of the initiative (logo).

At the end of the event, the partner will receive a list of the data of the users who have consented to privacy during registration.

Se non visualizzi correttamente questa mail, per favore [clicca qui](#)





Due di denari
di Debora Rosciani
e Mauro Meazza



Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti

Digital Round Table

 **5 dicembre**
dalle **15.00**
alle **17.00**

 **Moderano:**
Debora Rosciani
e **Mauro Meazza**

Le mosse delle Banche Centrali per frenare l'inflazione con l'aumento dei tassi sembrano insufficienti. Il panorama finanziario si preannuncia turbolento, costringendo gli investitori a cercare le vie più promettenti. La stabilità sui mercati è un'incognita e ci si domanda per quanto ancora azioni e obbligazioni si muoveranno così freneticamente. Gli operatori, grandi e piccoli, potrebbero dover ridefinire i loro orizzonti di investimento. Per i risparmiatori in cerca di sicurezza, serve creatività. Durante l'evento, le domande degli ascoltatori saranno al centro della discussione, guidate dall'esperienza delle società coinvolte.

RELATORI



Francesco Sandrini
Head of Multi-Asset Strategies di Amundi

Donato Savatteri
Head of Southern Europe T. Rowe Price

Partecipa alla diretta dal tuo pc, smartphone o tablet.
Martedì 5 dicembre dalle 15:00 alle 17:00

ISCRIVITI

IN COLLABORAZIONE CON



SOCIAL AMPLIFY CAMPAIGN AND ORGANIC COVERAGE

The event will be supported by an amplify campaign on Facebook and Instagram as well as being followed and told through an organic coverage on Radio 24 social platforms: Facebook, X, Instagram and LinkedIn.



Radio 24
4 dicembre alle ore 15:04

Manca solo un giorno alla prossima Digital Round Table: quando rivedremo una certa stabilità sui mercati? Quali soluzioni offrire ai risparmiatori per gli investimenti? Questi ed altri quesiti nell'evento digitale gratuito a cura di Radio24. Iscriviti ora: <https://tinyurl.com/yhc69jz8>

Radio24

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di Debora Rosciani
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Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti Digital Round Table

Iscriviti su radio24.it
e partecipa alla diretta dal tuo pc, smartphone o tablet.
Per informazioni iniziativespeciali@radio24.it

Radio 24
Sponsorizzato

Quando rivedremo una certa stabilità sui mercati? Quali soluzioni offrire ai risparmiatori per gli investimenti? Questi ed altri quesiti verranno trattati nell'evento digitale gratuito a cura di Radio 24, in programma il 5 dicembre.

Radio24

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IN COLLABORAZIONE CON
Amundi
T.RowePrice

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VIRTUALEVENT.ILSOLE24ORE.COM

Iscriviti all'evento!
Digital Round Table

Iscriviti

Radio24

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Il 5 dicembre non perdere l'evento digitale g...altro

ISCRIVITI



151

Commenti: 10 Condivisioni: 7

DIGITAL CAMPAIGN ON SOLE.COM

As a corollary to the communication in support, in the week prior to the digital round table, a multi-format campaign is planned, in digital rotation, on Ilsole24.ore.com

Il Sole
24 ORE
Italia Mondo Economia Finanza Mercati Finanza Personale Norme & Tributi Altre

Video Foto Podcast Lab24 24+ Radio24 24 ORE EVENTI 24 ORE PROFESSIONALE Sole 24 ORE Formazione

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PRESS ADVERTISING ON DAILY MEDIA

In the two weeks prior to the digital event, two releases will also be planned on the newspapers Dailymedia.



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Digital Round Table

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IN COLLABORAZIONE CON



ECONOMICS

COMMUNICATION ON RADIO 24

- / Mention of the partnership in the co-brand promos broadcast in the 2 weeks prior to the event (5 per day for 14 days for a total of 70 Citations)

INTERNET PAGE ON RADIO24.IT

- / Mention of the partnership with the sponsor's logo in the section dedicated to the event, from which it is possible to register to participate

LIVE DIGITAL ROUND TABLE ON RADIO 24+1

PRESS ADV

- / Explanation of the partnership with the sponsors' logo on the promotion page of the digital round table (2 issues in different formats on Il Sole 24 Ore)

DEM

- / 4 Dems to the Sole 24 Ore database with sponsors' logos

DIGITAL AND SOCIAL COMMUNICATION CAMPAIGN

- / Insertion of the Partner logo in the creatives planned and delivered in digital rotation on Sole24Ore.com and in the supporting social campaign

DAILY MEDIA

- / Explanation of the partnership with the sponsors' logo (2 issues)

USER DATA

Transfer to the Customer of the data of users who have registered to participate in the event and who have given their consent to privacy