

**FITI - FORUM INTERNAZIONALE DEL TURISMO
ITALIANO**

17 January and 12 February 2024

Live & Digital

FITI - FORUM INTERNAZIONALE DEL TURISMO ITALIANO

Genoa, 17 January

Matera, 12 February



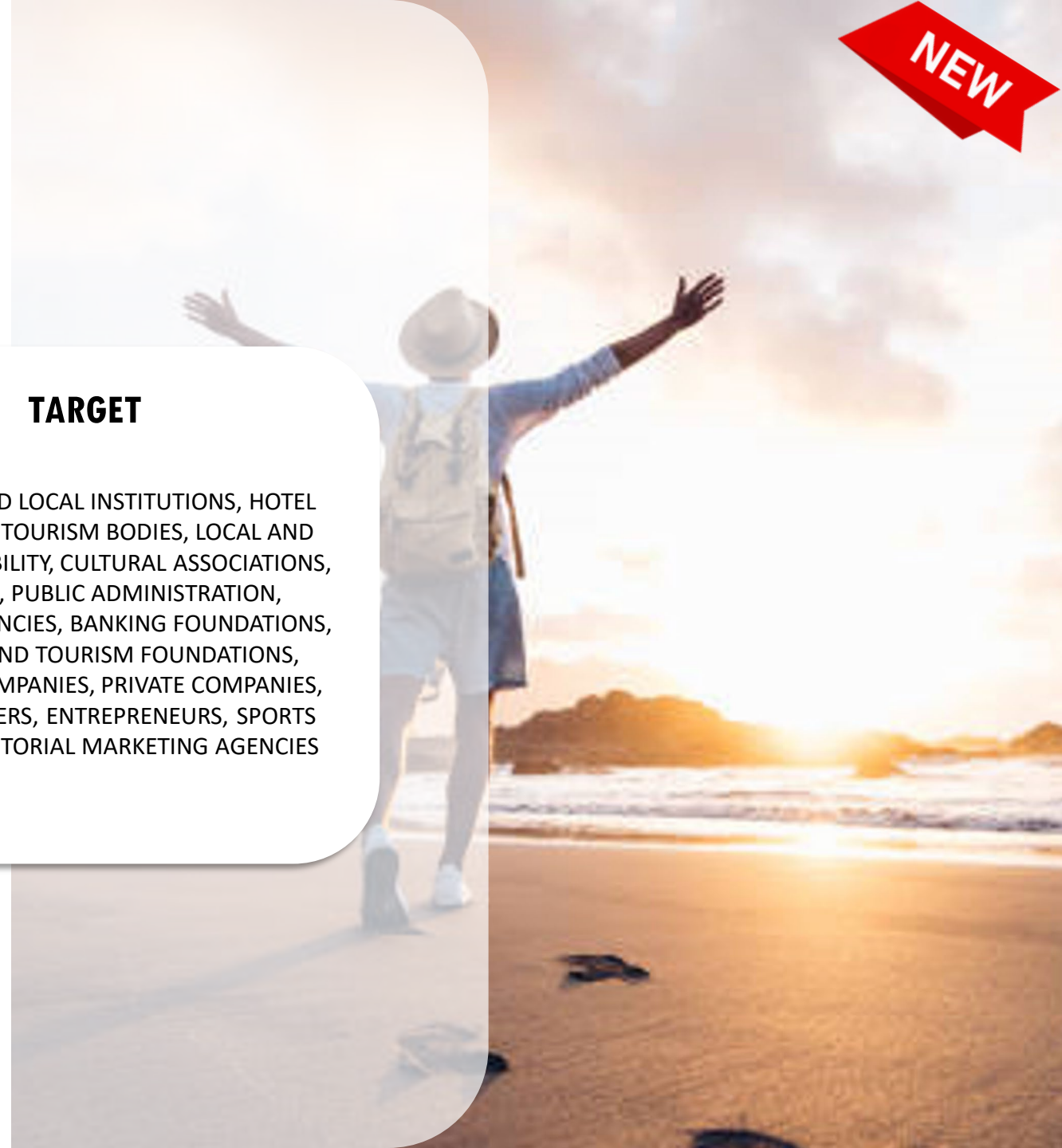
The International Forum of Italian Tourism is an opportunity for discussion between the most authoritative protagonists in the **world of economics, national and local institutions, and industries closely connected to the tourism sector**. This new cycle of major events is proposed as an example of a **permanent lookout for monitoring and assessing the state of tourism in Italy year after year**.

This is a traveling project scheduled to start in January.

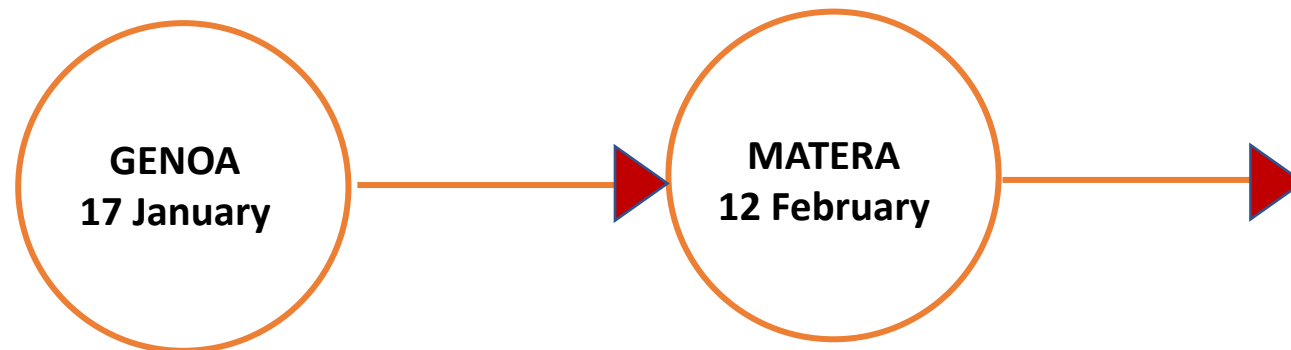
The macro themes that will be developed during the days will be about the Italian landscape, cultural and hospitality excellence.

TARGET

NATIONAL AND LOCAL INSTITUTIONS, HOTEL STRUCTURES, TOURISM BODIES, LOCAL AND NATIONAL MOBILITY, CULTURAL ASSOCIATIONS, MUSEUMS, PUBLIC ADMINISTRATION, SUPERINTENDENCIES, BANKING FOUNDATIONS, CULTURAL AND TOURISM FOUNDATIONS, FINANCIAL COMPANIES, PRIVATE COMPANIES, OPERA THEATERS, ENTREPRENEURS, SPORTS SECTOR, TERRITORIAL MARKETING AGENCIES



THE 2024 PATH



GENDER EQUALITY

The 24 ORE Group is the first Italian publishing group to obtain certification on Gender Equality pursuant to UNI/PdR 125:2022.

An achievement realized thanks to the strong change of pace in the corporate culture from a more sustainable and inclusive perspective.

This commitment to promoting the values of inclusion and gender equality is confirmed in the construction of the programs of all our events.

25% women

on the total number of speakers/moderators

10% of people under 50

on the total speakers/moderators



CONCEPT & FORMAT

The concept involves the creation of an **event with the public in attendance and broadcast in live streaming**. Viewing will be possible on the dedicated landing page via a platform that allows the public to be connected and interact remotely.

Individual interventions will alternate with presentations of studies or research, round tables, any pre-recorded interventions.
A Q&A session may be scheduled.

The moderator (a journalist) will be present at the location, as well as **the speakers**. However, it will still be possible to have **speakers connected remotely**.

Duration: about **3 hours**.

Participation: the use of the event via the platform or participation in presence is **subject to user registration**.



INTERACTIVE PLATFORM

Through digitalization in **streaming** and with the help of a **virtual direction** that coordinates the interventions of the speakers and a **moderator** of the event, it is possible to transform live events into **interactive streaming events**, guaranteeing the continuity of the experience of the initiatives of Il Sole 24 Ore.

Subscribers to the event will have access to a **specific section / entry page** containing the **customized player**, with which connected users can enjoy a **cross-screen and cross-device video stream**, with real-time optimization on the content display.

The streaming flow will allow the scheduled insertion of **video materials** and detailed **images** of the speakers' speeches.



KEY BENEFIT:

Key Benefits:

- **CONNECTION OF THOUSANDS OF USERS AT THE SAME TIME (*)**
- **CONNECTION OF ALL REMOTE SPEAKERS WHEREVER THEY ARE, IN ITALY OR ABROAD**
- **Q&A SESSION** (moderated chat)
- **LAUNCH OF SURVEYS TO ALL CONNECTED USERS**

() THE NUMBER OF USERS CONNECTED AT THE SAME TIME IS UNLIMITED*

ORGANIZATION

- A set is provided in a designated location
- Filming will be guaranteed by **digital direction with HD cameras**
- There will be a **theme song at the opening** of the program
- All **guests** will be accompanied by a **graphic pattern with background music**
- It is possible to **connect guests remotely**, via the platform
- **Each speaker during the speech** can be accompanied by **an animated contribution of slides or videos**
- Room set up (backdrops)



COMMUNICATION ACTIVITIES



ADVERTISING/PRINT

N. 2 advertising on Il Sole 24 Ore
Half Page format (60 modules,
222x312)

WEB AND DIRECT MARKETING

Dedicated **Landing page** on
<https://24oreventi.ilsole24ore.com/>
N. 3 Direct E-Mail Marketing (DEM)
with profiled target from Il Sole 24
Ore database

BANNER CAMPAIGN

Box MPU on site www.ilsole24ore.com
Box format (300x250)
Duration: **1-week pre-event**

BRAND CONNECT

Box Brand Connect ROS on site
www.ilsole24ore.com
Duration: **4 weeks**

Total campaign digital : 1 Mio Impressions

SOCIAL MEDIA

4 weeks of communication on the
social channels of the entire
network **Meta + LinkedIn** to
maximize the reach of the message,
reaching the target audience.

BRAND AWARENESS

Logo visibility:

- **Manchette** homepage
sole24ore.com
- **Settings/scenography**
- **Opening themes/credits**

VIDEO-INTERVIEWS

Single video interviews with the Main and Official Partners by a journalist and filmed during the event with 1 crew of 1 operator and 1 video camera, amplifying the topics discussed in the event.

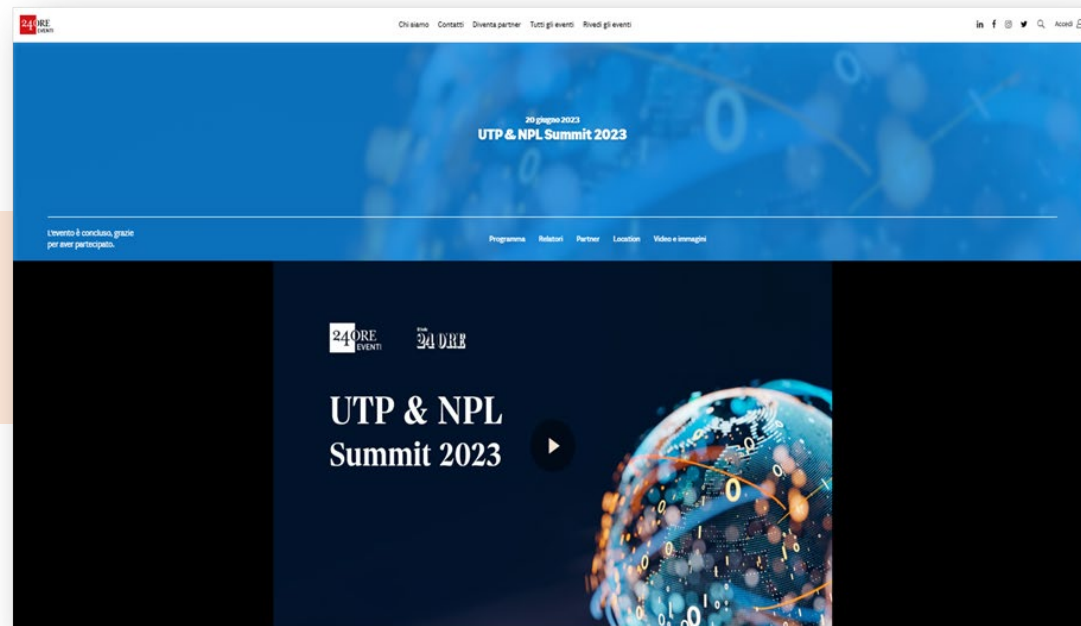
Each video-interview will have a duration of 2, 3 minutes and, besides being sent to the clients for distribution on their channels, will be:

- Published on **ilsole24ore.com website** in the Radiocor section, at the discretion of the editorial staff
- Published on the **24 ORE Eventi website**
- Amplified through posts with links on the **social networks of 24 ORE Eventi**



VIDEO SECTION ON IL SOLE 24 ORE AND 24 ORE EVENTI

The full video of the event will be available post-event in the events area in the video section of the ilsole24ore.com website and on the event landing page on the 24oreventi.ilsole24ore.com website



MAIN PARTNER

REALIZATION OF AD HOC SESSION/ONE-TO-ONE INTERVIEW

Required investment:
€30,000 net net with video interview
€ 25,000 net net without video interview

It is provided:

- **Speech**
 - ad hoc focus of a representative of the partner + 2 case histories illustrated by the partner's client

Alternatively:

- One-to-one intervention between moderator and representative of the partner company
- **Promotional video:** possibility to broadcast a video of a maximum length of 30"
- **Ticker:** possibility to insert 1 promotional pop-up at the bottom of the screen during the broadcast
- **Post-event report,** provided to the partner, with the following KPIs: subscribers, participants, average time, leads
- **Lead Generation:** supply of files with the names of pre-registered and effectively connected users (pre-registered on the platform in compliance with the GDPR regulation)
- **Partner logo visibility:** on all promotional material of the event (ADV, DEM, banner, landing page) and on the opening and closing credits
- **Partner information material:** possibility of post-event download of partner material from the event landing page

OFFICIAL PARTNER

SPEECH DURING A ROUND TABLE

Required investment:
€ 20,000 net net with video interview
€ 15,000 net net without video interview

It is provided:

- **Speech:** during a round table (the placement will be agreed with the editorial staff during the drafting of the programme)
- **Promotional video:** possibility to broadcast a video of a maximum length of 30''
- **Post event report,** provided to the partner, with the following KPIs: subscribers, participants, average time, leads
- **Lead Generation:** supply of files with the names of pre-registered and effectively connected users (pre-registered on the platform in compliance with the GDPR regulation)
- **Partner logo visibility:** on all promotional material of the event (ADV, DEM, banner, landing page) and on the opening and closing themes
- **Ticker:** possibility to insert a promotional pop-up at the bottom of the screen during the broadcast
- **Partner information material:** possibility of post-event download of partner material from the event landing page

EVENT PARTNER

VISIBILITY ON EVENT COMMUNICATION

Required investment:

€ 15.000 net net with video interview
€ 10.000 net net without video interview

It is provided:

- **Promotional video:** possibility to broadcast a video with a maximum duration of 30"
- **Post event report,** provided to the partner, with the following KPIs: subscribers, participants, average time connection, leads
- **Lead Generation:** supply of files with the names of the pre-registered and effectively connected users (pre-registered on the platform in compliance with the GDPR regulation)
- **Partner logo visibility:** on all promotional material of the event (ADV, DEM, banner, landing page) and on the opening and closing themes
- **Partner information material:** possibility of post-event download of partner material from the event landing page

KEY PERFORMANCE INDICATORS



To maximize the effectiveness and quality of the service, the initiative will be monitored through the following **key indicators**:

