24ORE EVENTI

NEW

PAYMENTS SUMMIT

MILAN, JULY 2024

Live & Digital

NEW

PAYMENTS SUMMIT

The future of payments in relation to digital and security

Milan, 11 December

Innovation in the financial field, made possible by **technological innovation,** has long allowed the instant transmission of money without the use of cash.

Now new technologies, from Blockchain to Artificial Intelligence, are revolutionising the **digital payments system**, thus creating new business opportunities.

What will the future of Digital Payments be? How will it be possible to combine **innovation and security**?
We will answer these questions during our summit.

TARGET

BANKS, FINANCIAL COMPANIES, WORKERS IN THE FINANCIAL SECTOR IN GENERAL (PEOPLE WHO WORK IN RISK, CONSULTANTS AND FINANCIAL PROMOTERS, MANAGERS, LAWYERS), BIG TECH, START UPS AND COMPANIES, STUDENTS

GENDER EQUALITY

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

A goal achieved thanks to the strong change of pace in the corporate culture to a more sustainable and inclusive perspective.

This commitment to promoting the values of inclusion and gender equality is confirmed in how the programmes for all our events are assembled.

25% women
of the total number of speakers/moderators

10% people under 50
of the total number of 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**
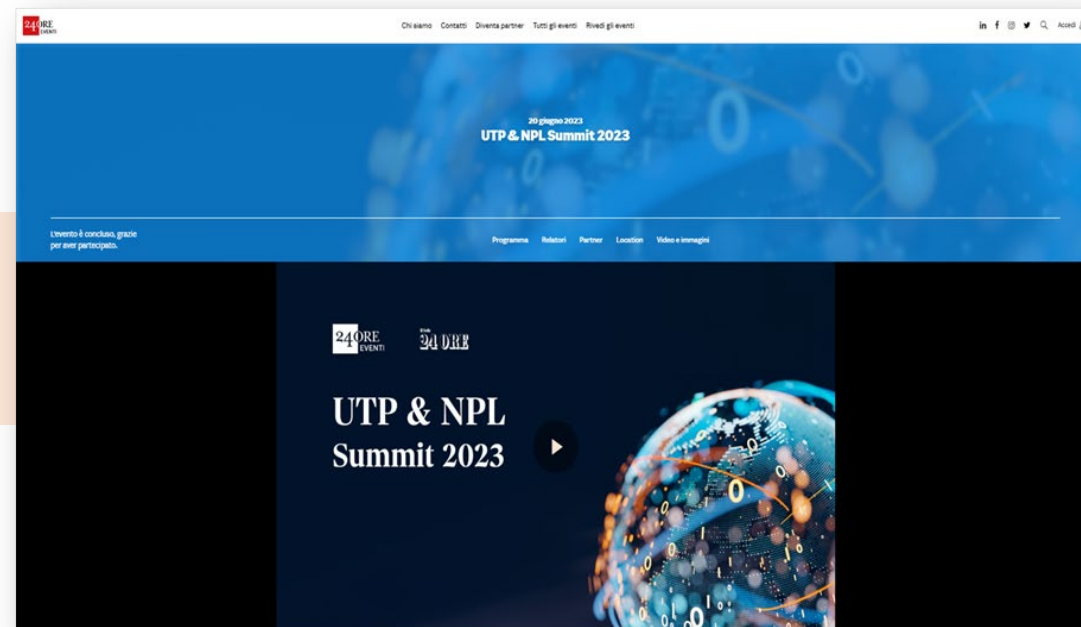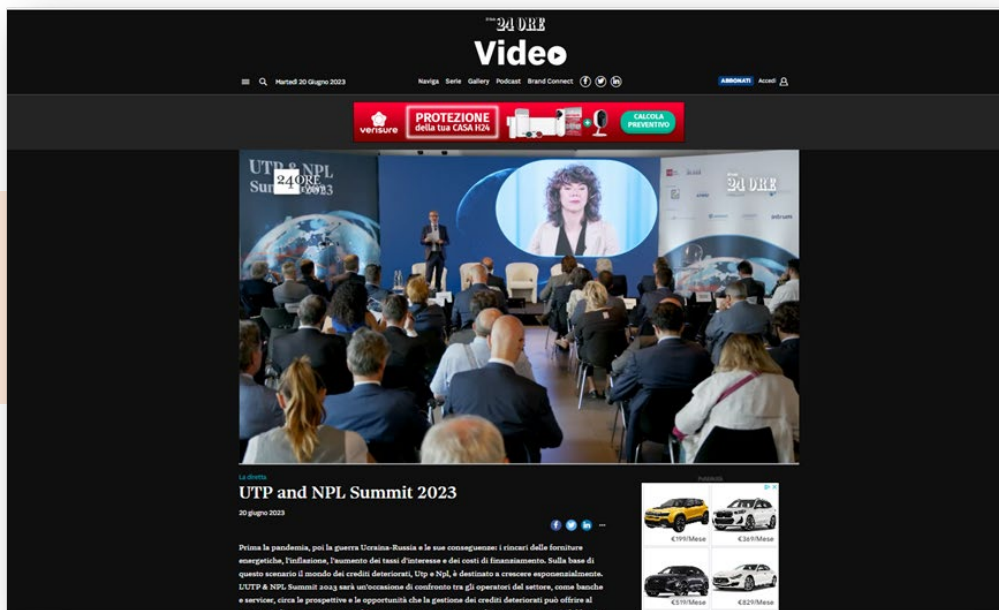
MAIN PARTNER

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

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

It is provided:

o **Speech:** during a round table (the placement will be agreed with the editorial staff during the drafting of the programme)

o **Promotional video**: possibility to broadcast a video of a maximum length of 30''

o **Post event report,** provided to the partner, with the following KPIs: subscribers, participants, average time, leads

o **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)

o **Partner logo visibility:** on all promotional material of the event (ADV, DEM, banner, landing page) and on the opening and closing themes

o **Ticker**: possibility to insert a promotional pop-up at the bottom of the screen during the broadcast

o **Partner information material**: possibility of post-event download of partner material from the event landing page

EVENT PARTNER

VISIBILITY ON EVENT COMMUNICATION

It is provided:
- o **Promotional video**: possibility to broadcast a video with a maximum duration of 30"
- o **Post event report**, provided to the partner, with the following KPIs: subscribers, participants, average time connection, leads
- o **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)
- o **Partner logo visibility**: on all promotional material of the event (ADV, DEM, banner, landing page) and on the opening and closing themes
- o **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**:

REGISTRATION	PARTICIPATION IN THE LIVE EVENT	LEADS SUPPLY
Number of registered users	○ number of users connected during the event (total and peak) ○ call to action with moderate chat and / or polls	○ file containing the leads of those who have given their consent of using data to the partners of the event