



WELFARE **& HR** **SUMMIT**

5[^] WELFARE & HR SUMMIT

MILANO, 15 February 2024

Live & Digital

5th WELFARE & HR SUMMIT

Milan, 15 February

Developed in close synergy with the editorial staff of **Il Sole 24 Ore Norme & Tributi**, the **Welfare & HR Summit** is an event that is focused on **innovations** in the **labour market**: from **minimum wages** to **fringe benefits**, through **digital transformation** and new challenges for businesses presented by the development of Artificial Intelligence.

A highly important event to allow Italian companies to **better structure themselves** at an **organisational level**, at an economic time made difficult by the current **historical context** and the increase in the cost of raw materials.

TARGET

GEN MGR., PERSONNEL/HR DIRECTOR, HR DEVELOPMENT DIRECTOR, PERSONNEL ADMINISTRATION MANAGER, TRADE UNION AND INDUSTRIAL RELATIONS MANAGERS, LABOUR CONSULTANTS, LABOUR LAWYERS

THE 2023 EDITION

OVER 2,000
OVER 1,000

REGISTERED USERS
PARTICIPANTS

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



2023 EDITION FIGURES



- **NUMBER OF SPEAKERS** 19
- **NUMBER OF SPONSOR** 9
- **REGISTERED USERS** OVER 2,000
- **PARTICIPANTS** OVER 1,000

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**



2023 EDITION (COMMUNICATION)



24 ORE EVENTI
23 FEBBRAIO 2023 | ORE 9.30

EVENTO DIGITALE

NUOVI SCENARI NORMATIVI E ORGANIZZATIVI PER LE IMPRESE DEL FUTURO

Scoprire le nuove politiche del lavoro e opportunità per il welfare aziendale, riforma delle pensioni e ricerca di talenti, torna il Welfare & HR Summit. In questa quarta edizione, l'evento digitale che approfondisce le novità nel mercato del lavoro si concentra sul futuro delle aziende e sul ruolo della direzione del personale. Un momento di confronto tra esperti, istituzioni e imprese, per discutere delle nuove sfide di business e organizzative che vanno affrontate in epoca post-pandemica.

PARTECIPA

TEMI

- Nuovi e altri regolamentari per le imprese: le nuove politiche del lavoro, ricerca di talenti e lavoro agile: soluzioni ed esperti a confronto.
- SPINACCA FUTURO/LAVORO 2023
- L'attività delle norme del nuovo ciclo legislativo del Parlamento: il punto di vista degli esperti
- Confronto tra punti di vista di governo, norme e colleghi
- Privacy e trasparenza nel rapporto di lavoro
- La nuova carta di circolazione
- Dall'area di lavoro al cliente
- Elementi costitutivi della società per le necessità organizzative
- Programmi di incentivazione per il welfare aziendale
- Crisi d'impresa e licenziamenti

RELATORI

Francesco Altieri, Christian Anselmi, Stefano Vastano e Capitanio Umberto Comandante
 Chiara Belloni, Head of Southern Europe Division
 Daniela Bergamaschi, Managing Partner Lombardy
 Stefano Bignardi, Presidente AGI - Associazioni Giuridiche Italiane
 Giuseppe Bergomi, CEO, Partner, Managing Partner & Italiana
 Marina Berra Calabrese, Ministro del Lavoro e della Politiche Sociali
 Nicola Corbelli, Amministratore Delegato di Sole 24 Ore
 Maria Carla De Cesare, Coordinatrice Norme e Titoli di Sole 24 Ore
 Romano De Luca, Presidente Consiglio Nazionale dell'Ordine dei Consulenti del Lavoro
 Vittorio De Luca, Managing Partner De Luca & Partners
 Giuseppe Ferrara, Partner DLA|Ripet
 Alessandro Maraglio, Head of Employment & Benefit - Creditale Legal
 Matteo Marazziti, Presidente AGO - Associazioni Italiane per la Direzione del Personale
 Mauro Mezza, Giurista di Sole 24 Ore - Confindustria Basso 24
 Diego Pavesi, Ingegnere area fiscale, Welfare, Compensation and Benefits, Toffoletto De Luca Tamajo
 Matteo Pirelli, Consulente di Sole 24 Ore
 Fabio Tamburini, Direttore di Sole 24 Ore
 Alberto Tosi, Amministratore Delegato, Capitalia, Italy
 Angelo Zambelli, Managing Partner Zambelli & Partners

PARTECIPA

24 ORE SYSTEM **24 ORE**

DE LUCA & PARTNERS **Deloitte** **LEXELLENT** **Parcomio**

TOFFOLETTO DE LUCA TAMAJO **WATSON PARIBET WILLIAMS** **ZAMBELLI & PARTNERS**

Norme & Tributi Condominio

NT+

Non sempre da risarcire la caduta causata da corrimano fuori norma

Trifondata Milano

Sosta selvaggia, legittima l'installazione dei paracarri dissuasori

Ter Lombarda

L'imprevedibilità limita la responsabilità

Trifondata Torino

24 ORE EVENTI
23 FEBBRAIO
EVENTO DIGITALE
ORE 9.30

NUOVI SCENARI NORMATIVI E ORGANIZZATIVI PER LE IMPRESE DEL FUTURO

Scoprire le nuove politiche del lavoro e opportunità per il welfare aziendale, riforma delle pensioni e ricerca di talenti, torna il Welfare & HR Summit. In questa quarta edizione, l'evento digitale che approfondisce le novità nel mercato del lavoro si concentra sul futuro delle aziende e sul ruolo della direzione del personale. Un momento di confronto tra esperti, istituzioni e imprese, per discutere delle nuove sfide di business e organizzative che vanno affrontate in epoca post-pandemica.

24 ORE SYSTEM **24 ORE**

DE LUCA & PARTNERS **Deloitte** **LEXELLENT** **Parcomio**

TOFFOLETTO DE LUCA TAMAJO **WATSON PARIBET WILLIAMS** **ZAMBELLI & PARTNERS**



24 ORE EVENTI
23 FEBBRAIO
EVENTO DIGITALE
ORE 9.30

NUOVI SCENARI NORMATIVI E ORGANIZZATIVI PER LE IMPRESE DEL FUTURO

Scoprire le nuove politiche del lavoro e opportunità per il welfare aziendale, riforma delle pensioni e ricerca di talenti, torna il Welfare & HR Summit. In questa quarta edizione, l'evento digitale che approfondisce le novità nel mercato del lavoro si concentra sul futuro delle aziende e sul ruolo della direzione del personale. Un momento di confronto tra esperti, istituzioni e imprese, per discutere delle nuove sfide di business e organizzative che vanno affrontate in epoca post-pandemica.

iscritti:
www.24ore.com/welfaresummit2023

A cura di **24 ORE**

DE LUCA & PARTNERS **Deloitte** **LEXELLENT** **Parcomio**

TOFFOLETTO DE LUCA TAMAJO **WATSON PARIBET WILLIAMS** **ZAMBELLI & PARTNERS**

L'EDIZIONE 2023 (EDITORIAL SHOOTINGS)

Il Sole 24 ORE

1777,62 +0,84% | SPREAD BUND 129 130,60 -0,60 | ORO FINEZZ 1826,05 -0,57% | BENT 070 85,92 +0,50%

Bonus casa: crediti a rischio per 6 miliardi

Infissi e caldaie, salta un contratto su tre

La legge 44-gep

Incentivi, il Governo vuole semplificare 2mila interventi

La strategia di progetto smart

Tribunale dei brevetti: in stallo la sede di Milano

Moda 24

Lombardia

Stad



Welfare & HR Summit

Gli eventi del Sole 24 Ore

Nel welfare aziendale la leva per intercettare e trattenere i talenti

Il convegno del Sole 24 Ore, 3 appuntamenti coperti a pagamento sulla base di 50 aziende diverse operate nelle varie realtà geografiche (cont.)



Sulle auto aziendali urgente la riforma

I dati per individuare bisogni e risposte

Gli stakeholder

La guida City Mountain Inspired

«Regioni e Agenzie in prima fila per qualificare chi è senza lavoro»

Con la certificazione di parità di genere cambia la gestione dell'azienda

Negli appalti di servizi la condizione di liceità verificata caso per caso

Crisi d'impresa: la Napsi solo con la fine del rapporto di lavoro

Orario flessibile articolato sui risultati

La guida di governance

600mia

Online

Primo Piano

600mia

Online



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, 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**:

