

www.theprocurement.it

Palinsesto 2024.

Great news for a great community

The Procurement manifesto

For us, being a benefit company means to:



Support the growth of the procurement culture through original contents



Believe in the key role of procurement, especially in economic and geopolitical contexts of stress



Create alliances with Italian and foreign partners and sponsors



Facilitate comparison between community members





Our skills

Get in touch with the TP Community. Our team will support you by providing different experiences:



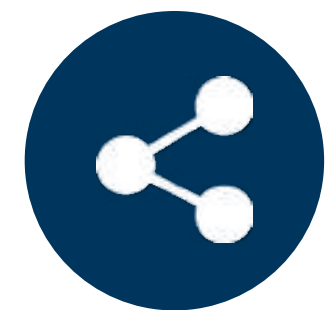
STRATEGY



VISION



DEVELOPMENT



SHARING



CREATIVITY



COMMUNICATION



DESIGN



RESEARCH

Number of The Procurement

The Procurement was founded in 2015 as the first Italian magazine dedicated to the procurement function. Since then it has become an authoritative point of reference for a constantly expanding **community** of top managers working in the major companies, active in the Italian landscape.

30+

MAGAZINES

1500+

NEWS

300+

SPEAKERS

80+

PARTNERS

5000+

FOLLOWERS

50+

CONGRESSES





The reasons to partner with us

Supporting The Procurement initiatives allows you to:



Join the first Italian community

70%

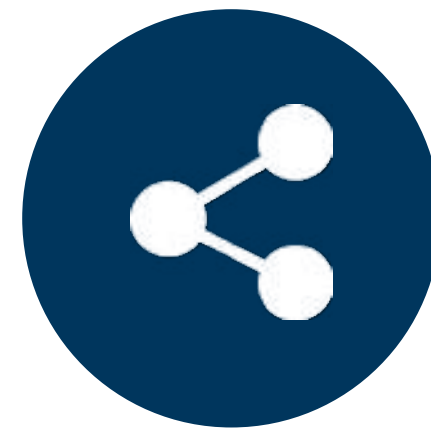
Procurement & supply chain manager

20%

Other rules

10%

Top management



Share solutions

but also visions, challenges and future scenarios



Grow in visibility

thanks to pre and post event communications and ad hoc communication plans



Create together

A new way for procurement

Welcome in Brella

A new way for procurement

To make the participation in our congresses increasingly interactive, we create spaces dedicated to each event on the Brella platform. In this way, partners and participants can know each other and get in touch since a few days before conferences.

Partners will have a **dedicated space** where:



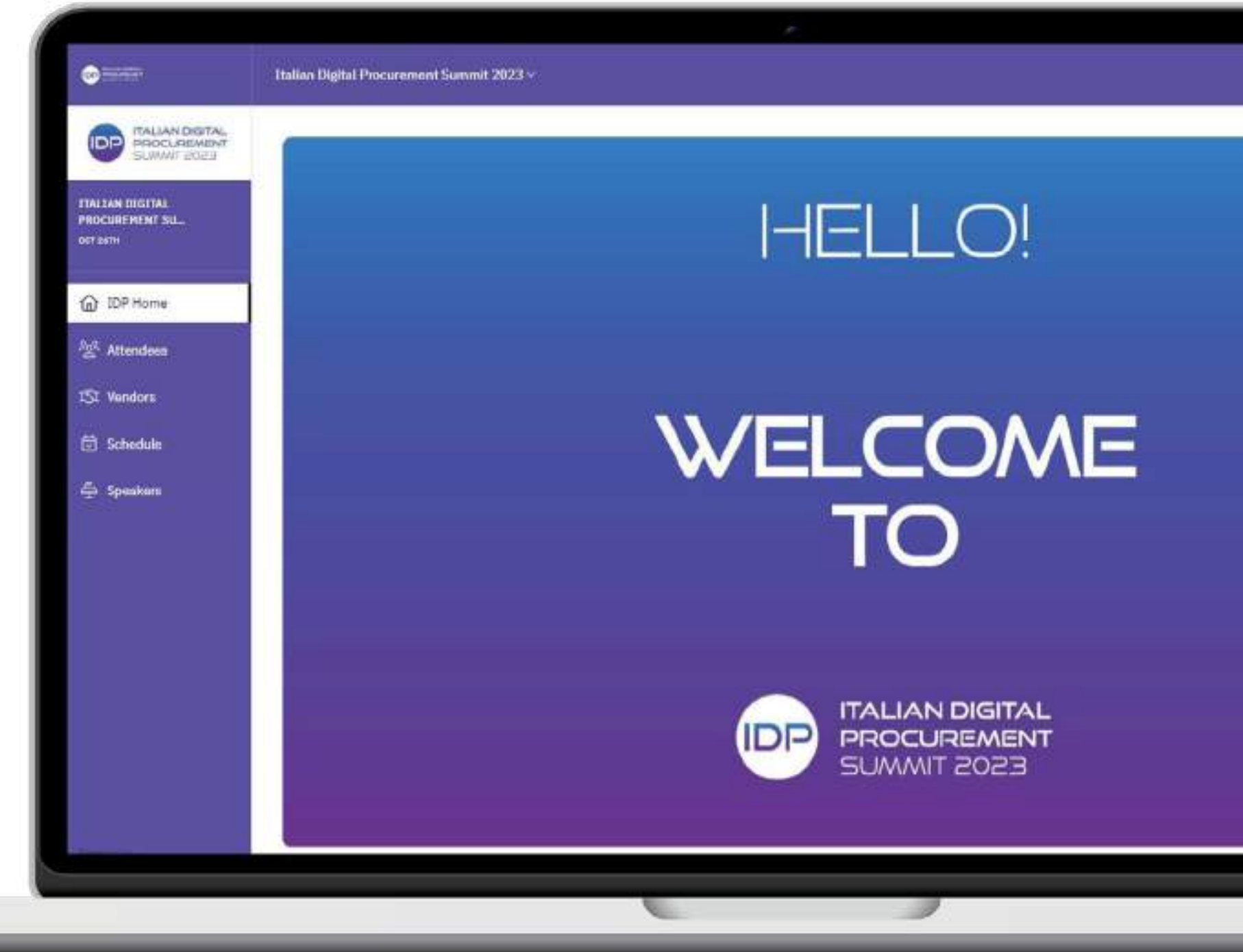
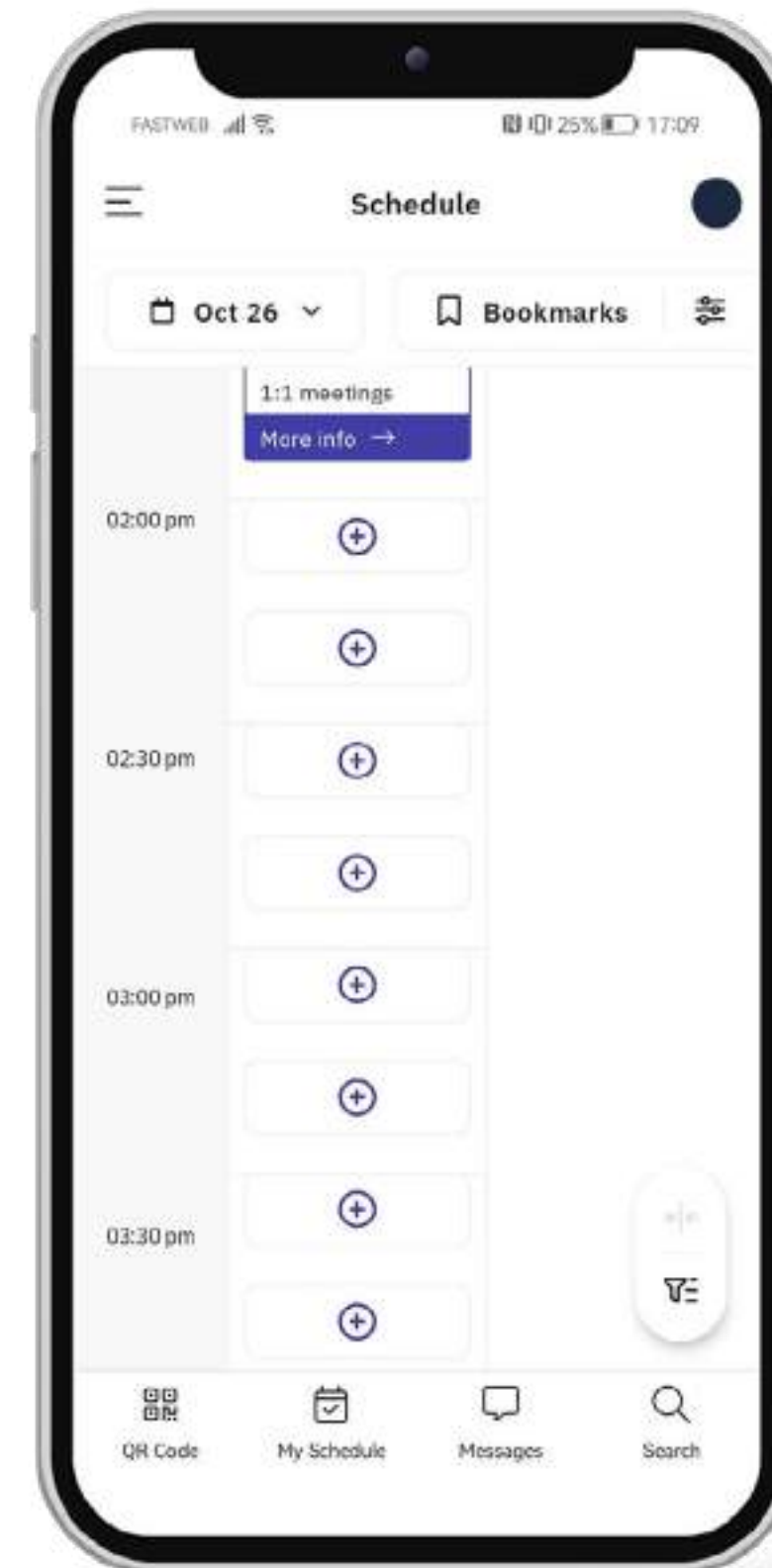
Upload material on virtual booth
(videos, reports, information, etc.)



Fix **one-to-one meetings**



Stay in touch with participants even after the event, even through video calls



And also... if you choose to be **main sponsor** you can display your **logo in the Brella event app**.



EVENTS

Congresses 2024

Our congresses are usually hosted by **important companies** and locations of significant historical and cultural value. Those are events during which **plenary interventions, networking moments** and **spaces** are set up for our partners

TP EVENTS

Procurement R-Evolution

Format "fishbowl discussion" – for a dynamic plenary that puts ideas at the core along with participants. TP Club 2023 results and 2024 trends will be shared exclusively.

WHERE?

Palazzo Biandrà, Milano

WHEN?

25th January 2024

We were guest at:



Trend 2024



From **Supply Chains** to **Supply Networks**



ERP goodbye



ESG-Driven Procurement



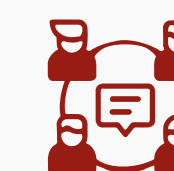
Saving the queen

Benefit sponsor

01. Live speech plenaria with case

02. TP Trend 2024

The following activities **are planned:**



Fishbowl discussions



Scenario planning



Cocktail & networking



Q&A



Highlights

Photos

Procurement & Innovation

This congress will take place in a **day and a half**. It includes plenary speeches and vertical **breakout sessions** dedicated to **digital innovations** applied to the main procurement categories.

WHERE?	Milan: PwC Tower Rome: Aci informatica
WHEN?	Milan: 29th February - 1st March Rome: 14th March

We were **guest at:**



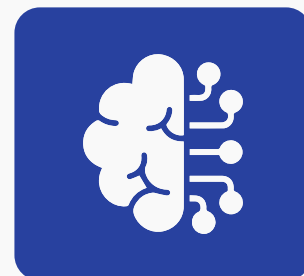
The 4 faces of AI



Algen (democrazie generative)



AI TRISM (trust, risk and security management)



AI Augmented development



AI Intelligent application

Benefit sponsor

- 01.** Live speech plenaria with case
- 02.** Networking con Brella
- 03.** Sponsor category workshop, session with a PwC expert
- 04.** Vendor solution AI

The following activities **are planned:**

 CPO Corner	 Sponsored Polls	 Create your own network Take a coffee with...
 TP Techmap space	 Session experience Day in the life	 Tasting notes of procurement



Highlights

Photos

Sustainable Procurement Summit

One-day event in the plenary hall to talk about **future of companies**, that increasingly depends on the degree of **sustainability** of their entire **supply chain**.

WHERE?

Gruppo Hera, Bologna

WHEN?

23th May 2024

We were guest at:



The themes of 2024



Circular Economy



Decarbonization and scope 3



Supplier collaboration



Procurement code



Regulations and compliance



Innovation to support ethical purchasing

Benefit sponsor

01. Live speech plenary with case

02. Networking con Brella

03. Desk & networking

04. Category breakout session

The following activities **are planned**:



CPO Corner



Sponsored Polls



TP Techmap space



Create your own network
Take a coffee with...



Highlights

Photos

TP EVENTS

Procurement Factor

A pragmatic event to develop new strategies through a combination of **collaboration and competition**.

During this **meeting**, **several CPO** groups will try to solve the problems presented by realistic **case studies** and led by a **Team of Experts**. A vote will award the winning group for the originality, feasibility and effectiveness of the proposed strategies.

WHERE?

Milan, Italy

WHEN?

June 2024



4 categories



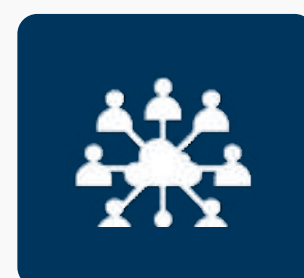
Collaboration



Sustainability



Digitalization



Ecosystem

Benefit sponsor

01. Case proposal and working group moderation

02. Networking con Brella

The following activities **are planned:**



CPO Corner



Case analysis



Sharing cases



Create your own network
Take a coffee with...

The Procurement Awards 2024

The Italian contest dedicated to the Procurement function of public and private, small, medium and large enterprises.

WHERE?	Location to define (out door)
WHEN?	19th-20th September 2024

We were guest at:



Categories



CROSS-FUNCTIONAL PURCHASING TEAM

The collaboration of different functions towards a common goal.



SKILLS DEVELOPMENT

The increase of professional skills for a significant improvement in company performance.



BEST PRACTICE IN NEGOTIATION

The use of strategies, tactics and negotiating tools to achieve significant negotiations performance.



INNOVAZIONE NEGLI ACQUISTI

The development of new products, business intelligence processes for an improvement in purchasing processes and strategies.



ETHICAL AND SUSTAINABLE PURCHASES

The contribution of purchases or supply chains in the grouping of ethical and sustainable results, related to people or the environment.

Special awards



Editorial board award



Purchasing people



Top Vendor



High impact sustainability



The Procurement Ambassador



Award Startup



Award Italian growth



Highlights

Photos

THE PROCUREMENT AWARDS 2023

BEYOND SAVING

Committee scientific



PRESIDENTE DI GIURIA
Francesco Cali
Valeo IN



Guido Amendola
Snam



Alda Paola Baldi
Enel



Massimo Bergonzi
Bracco



Giovanni Molteni
Mediaset



Rocco Femia
Trenitalia



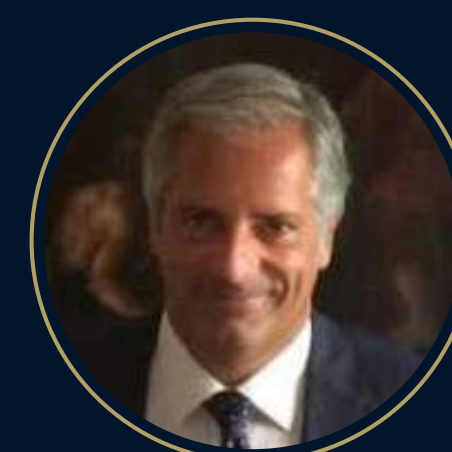
Roberta Garizio
Lavazza



Stefano Ziliani
Prometeon Group



Roberto de Mari
Banca Mediolanum



Valerio dal Monte
IP Gruppo api



Stefano Carosi
Aci Informatica



Antonio Piga
Ansaldo Energia

EVENTS

Sponsorship Awards

Front sponsor

- ✓ Participation as auditor to the projects presentation day
- ✓ Participation to the Award ceremony
- ✓ **1 CONGRESS PASS INCLUDED**

Category sponsor

- ✓ Participation as auditor to the projects presentation day
- ✓ Participation to the award ceremony and delivery of the award
- ✓ Presence on pre and post Awards online communications (Video interview Newsletter, DEM, Social)
- ✓ Video interview and presence on magazine publication dedicated to the Awards
- ✓ **1 CONGRESS PASS INCLUDED**

Main sponsor

- ✓ Participation to the projects presentation day
- ✓ Participation to the award ceremony and delivery of the Purchasing People Special Award
- ✓ Adv displays during the awards ceremony
- ✓ Branding and customization of the ceremony location
- ✓ Specific marketing activities, maximum visibility before, during and post event
- ✓ **5 CONGRESS PASS INCLUDED**

To supporters will be released the list of participants with contact data subject to privacy consent

Other sponsorship formulas to be evaluated according different needs

TP EVENTS

Italian Digital Procurement Summit

A second edition with the aim of helping CPOs to easily **identify new technologies on the market**, able to respond to their needs. Vendors from all over the world will present their solution.

WHERE?

Milan, Italy

WHEN?

24th October 2024

We were **guest at:**



Benefit

01. Live speech
02. Matching & networking
03. Logo on all pre event communication
04. Presence in the special dedicated to the event

The following activities **are planned:**



Involvement of experts



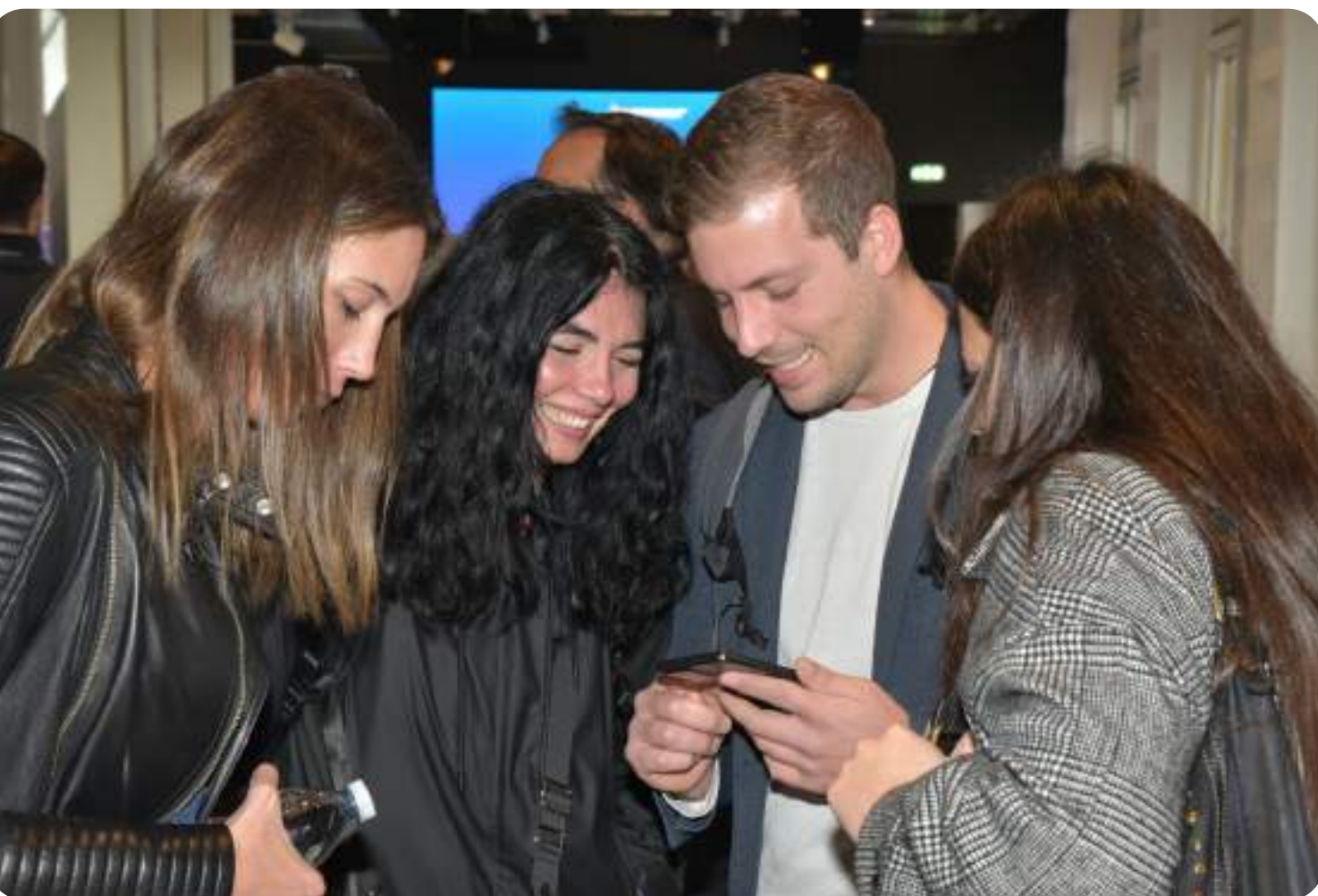
Round table



6 thematic areas
TP Techmap



Meeting one-to-one (Brella)



Highlights

Photos

Procurement For Good: Esg Edition

A new format articulated in discussion tables with **focus on the sustainability** in order to deepen through testimonies and **case studies**. It will discover the **central role of the procurement** for the attainment of **Esg objectives**.

WHERE?

Turin, Italy

WHEN?

November 2024



The 3 thematic tables



Environment
(Definition of Scope 1, 2 and 3 reduction targets)



Social (fair work practices, inclusiveness and diversity, community engagement/ interaction local communities, etc.)



Governance (Quantification of Impact, Suppliers Enabled Innovation, Corporate Sustainability Reporting Directive, Transparency and Legal and Regulatory Compliance, etc.)

Benefit sponsor

01. Publication of case in the magazine

02. Networking con Brella

The following activities are planned:



CPO
Best practices



Case
analysis



Sharing
cases



Create your own network
Take a coffee with...

TP EVENTS

The Connection

Meet the TP Community **to share solutions and visions.**

Two hours discussion events followed by lunch or happy hour, **to grow and consolidate your network.**

Many companies have already chosen this formula, such as:



TP EVENTS

TP Wine & Wins

A tour of 5 meetings to combine the excellence of Procurement with that of local wineries.

Hosted by PwC in some of its most beautiful locations in Italy (**Bologna, Trento, Turin, Vicenza, Rome...**) this tour will be an opportunity for our **community CPOs** to meet and discuss various concerning issues.

Each of these events can be chaired by a **sponsor** who can enrich the meeting with its **contents and case studies**.





SERVICES

Our services

Do you want to propose an activity to increase the skills of the community and improve its processes?

We develop a customized service. We'll help you build on the real needs of our community.

The Procurement magazine.

Editorial plan 2024

The only publication in Italy dedicated exclusively to **procurement and supply chain functions**, it makes use of contributions from **managers and professionals** from all over the world



MARCH

Procurement from outside. The Procurement function according to external perception by other functions/CEO/suppliers



JUNE

Generational and role gap (cultural and positioning differences in Italy and abroad)



SEPTEMBER

Data-driven procurement and AI beyond automation



DECEMBER

TP Team | 10 years anniversary of our magazine!
Procurement trend 2025

MAGAZINE

Exposure and opportunity for our partners

*Articles, advertorials, double page reserved for partners, with insertion of the **company logo** and **advertising tables, insertion of a page reserved for partner communications.

INTO THE BEST

Sogedai, tra tradizione di famiglia e vending del futuro

di **INTO THE BEST**

di **INTO THE BEST**

INTO THE BEST

*Article

GR GROUP
THINK | DESIGN | MAKE

THINK DESIGN MAKE

REMODELING ENVIRONMENT ADV WRAPPING

Il tuo punto di riferimento nel realizzare la tua brand identity in maniera strutturata con professionalità e innovazione

3M

<http://www.grgroup.it>

3M

Achilles
Insight per vedere lontano

Supply chain più sicure, efficienti e sostenibili con Achilles

Per migliorare la sostenibilità della tua azienda, è essenziale trasferire le buone pratiche alla tua supply chain.

Scarica il nostro rapporto per imparare ad affrontare le sfide e a cogliere le opportunità legate agli aspetti ESG, alla riduzione delle emissioni di CO2 e alla sostenibilità delle supply chain globali.

Scarica il rapporto

**ADV

Online visibility



Newsletter Dem

A unique tool to convey the message within the **trends** with a monthly issue on the world of **procurement**. On request it is also possible to send a **customized DEM** to the whole Community.



Company news

A section, on the homepage, reserved to all the **sponsor's news**, to promote corporate informations and launches of new services.



Banner Adv

On top of all the website contents, to promote your **brand** to all our **Community** and website users.



Skin Adv

An entire framework that combines the needs of **branding** and **AD** on your own **services** and/or **products**, with a creativity that follows the reader within the platform.



Communication Plan 2024

Base

- ✓ Presence on 3 weekly newsletters.
- ✓ Presence on 1 dedicated Dem
- ✓ Presence in 1 chosen issue of The Procurement Magazine with an advertorial

Standard

- ✓ Presence on 5 weekly newsletters.
- ✓ Presence on 3 dedicated Dem
- ✓ Presence in 1 chosen issue of The Procurement Magazine with an advertorial
- ✓ Active display for 6 months (skin and manchette on the website)
- ✓ 1 advertising table on the magazine

Premium

- ✓ As for the Standard Plan
- ✓ Presence on one of the weekly newsletters with editorial video interview.
- ✓ Active display for 1 year (skin and manchette on the website)

Media online

Active display

- ✔ Presence of 2 active banners on theprocurement.it, in the formats available on the platform:
- ✔ n°1 SKIN run on site.
- ✔ n°1 MANCHETTE run on site.
- ✔ The materials will be provided by the customer and the display formats will link to the page indicated by the customer.

Sponsored newsletter

- ✔ Presence on **The Procurement Newsletter** with **banner** and article in the foreground.
- ✔ The NL is sent to our entire **Database**, with over **6000 nominative emails** of **Cpos, buyers, Supply Chain managers, Logistic managers** and **managers** of other **functional** areas..

Online articles

- ✔ **Publication of articles** on theprocurement.it in the **Company News** section.
 - ✔ The **article** is provided by the customer and will be **visible** on the **homepage** for **15 days** alternating with other **contents**
- Then, the same article switches in the chronology of the section. **Articles** may **contain media / links** to the requested site.

Branded DEM

- ✔ **HTML advertising / commercial communication**, produced by the **sponsor** and disclosed by e-mail message to the **Database** that **receives The Procurement Newsletter**.
- The file will be provided by the customer and the sending date will be defined together.

Media online-offline

Advertising table

- ✔ Within the magazine, an **exclusive and reserved advertising** space will be provided among the contents of the magazine.
- ✔ **Page delivered** by the **partner** and **publication** preview sent to the partner.

Advertorial

- ✔ **Advertorial** of the **company**, in the form of an **interview** or **case history**. The partner will be supported by the
- ✔ **TP editorial team** for the **identification** of the key elements, **interview questions** and subsequent publication in the TP Magazine.

Video interview

- ✔ **Video interview** or **web seminar**, created with the support of the **editorial team** for: **publication** on the **TP website**, on the **newsletter** and on the magazine (on request).
- ✔ The **final video interview** will be delivered to the **customer** in all its part.

Landing page custom

- ✔ Creation of a **landing page** on the **TP website** for **commercial /advertising purposes** of **sponsors**.
- ✔ Everything is hosted on **TP's third level domain** with timing and layout to be agreed with the **customer**. **The landing page** is also linked to the **TP website** and **reported** in the **Newsletter**

Branded video

- ✔ **Promotional videos** realized by the **customer**, published or a **period of 1 month** on the **homepage** of the **website** and promoted through **newsletters**.

Meet The Procurement team

The TP Team is ready to **support you in everything**. We will be happy to work with you.



**ALBERTO
MARIANI**

Chairman
& co-founder



**MARIA TERESA
BONGIOVANNI**

Ceo &
co-founder



**MICOL
BARBA**

Editor
in chief



**WILLIAM
MILLACI**

Graphic
designer



**GIOVANNA
BARRESI**

Community
manager



**ANDREE
CRISTINI**

Event
manager



**ROBERTA
LOSPINOSO**

Editor &
communication
specialist



**DANIELE
MOLTENI**

Editor &
content
writer



**Our community
is waiting for you!**

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