




# 2024 Events Agenda

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## WHO WE ARE

**FinLantern** is a community of financial professionals with a leading position in the organization of events in the financial sector in Switzerland and Italy (50,000+ contacts).

**Our mission:** to support our partners to increase their visibility and develop business opportunities in an increasingly competitive environment.

### What we do:

- Organization of B2B fairs (Lugano Finance Forum – Lugano Real Estate Forum) & B2C fair (Metaforum)
- Organization of “Full Investors” events (for Fund Selectors only) in both Switzerland and Italy
- Presentations & Road-Shows (Lugano, Milan, Zürich, Geneva and Montecarlo)
- Monthly Newsletter: “*FinLantern News*”





### JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



### FEBRUARY

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### MARCH

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30	31					



### APRIL

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### MAY

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### JUNE

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30	31					



### JULY

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### AUGUST

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### SEPTEMBER

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### OCTOBER

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### NOVEMBER

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### DECEMBER

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29	30	31				



**Full Investors events** represent a unique opportunity of matching between leading Asset Management firms with successful and innovative strategies and a number of highly selected and qualified Fund Buyers, looking for new investment opportunities.

**Buyers** are carefully selected and invited based on the profiles specifically requested by our partners.

**Sponsors** will only meet with buyers who have expressed interest in their products/services.



## KEY FEATURES OF THE THREE DIFFERENT FULL INVESTORS:

**Milan:** Buyers enjoy wide flexibility in scheduling meetings deemed most interesting throughout the day. The very central location, easily accessible from anywhere in the city, greatly facilitates time optimization.

**Brescia:** The meeting takes place during a day and a half, in an exclusive location, where moments of business and networking/entertainment are carefully alternated. This formula creates an environment of deep empathy, promoting the development of important relationships among all participants.

**Zürich:** A highly efficient afternoon, characterized by meetings planned in advance that run fluidly, aiming to maximize time and maximize effectiveness.

# FULL INVESTORS FORMAT





# FULL INVESTORS MILANO



**Date:** March, 12

**Venue:** Palazzo Mezzanotte (piazza degli Affari, 6 Milano)

**Number of slots:** 8

**Expected professionals:** 250 - 300

**Partially organized meetings agenda**



## **Agenda:**

- 9.00: Welcome Coffee & Registration
- 9.30: Start of Meetings
- 17.00: End of Works



## **Audience:**

- Fund Selectors
- Family Officers
- Independent Fee Only Advisors
- Independent Wealth Managers
- CIOs of Small-medium banks (BCC, Saving banks)
- Heads of Advisory, Asset Management or Private Banking divisions of private banks
- Private Bankers (mainly from boutique private banks)
- *Financial Advisors: meetings are available only upon request from partners.*



**Date:** TBD (end of September/ beginning of October) – 1,5 days

**Venue:** Villa Fenaroli (Rezzato, Brescia)

**Number of slots:** 10

**Expected very selected decision makers:** 35+

**Fully pre-organized meetings agenda**



### **Agenda:**

- Day 0: Check-in & Networking Dinner
- Day 1: Meetings, Entertainment activity & "Gourmet Experience"
- Day 2: Meetings & End of Works lunch buffet



### **Audience:**

- Fund Selectors
- Family Officers
- Independent Fee Only Advisors
- Independent Wealth Managers
- CIOs of Small-medium banks (BCC, Saving banks)
- Heads of Advisory, Asset Management or Private Banking divisions of private banks
- Private Bankers (mainly from boutique private banks)

# FULL INVESTORS VILLA FENAROLI (BS)





# FULL INVESTORS ZURICH



**Date:** TBD June – half day

**Venue:** TBD (Zürich)

**Number of slots:** max 5

**Expected selected professionals:** 35+

**Fully pre-organized meetings agenda**



## **Agenda:**

- 14.00 – 17.30: Meetings with Fund Buyers
- 17.30 – 18.30: Networking Apero



## **Audience:**

- Fund Selectors
- CIOs
- Private Bankers (mainly from boutique private banks)
- Family Officers
- Independent Wealth Managers
- Independent Fee-Only Advisors



Real estate investment are an important asset of portfolio diversification. Starting from this assumption, this second edition of Lugano Real Estate Forum will examine key trends, challenges, risks, and opportunities in this sector.



**Date:** TBD April – half day

**Venue:** Lugano



### **B2B FAIR**

14:00 Welcome Coffee & Check in

14.00 – 19.00 Conferences, Exhibition & Networking

18.00 End of work apero



### **Audience (expected 200+ delegates):**

- Family Officers
- Fund Managers
- Independent Wealth Managers
- Real Estate Investors
- Property professionals
- Property companies
- Trustees
- HNWI

# LUGANO INTERNATIONAL REAL ESTATE FORUM





# METAFORUM MILANO



1-day event focused on the new technological trends, with panel discussions, speeches, workshops, NFT exhibition and sponsor area.  
*#crypto #blockchain #NFT #gaming #metaverse # DeFi #smart contract*



in collaboration with:

the  Cryptonomist



**Date:** TBD May

**Venue:** Milano



## **B2C FAIR**

9.30: Welcome Coffee & Check in

10.00 – 19.00 Conferences, Exhibition & Networking

20.00: Let's go party!



## **Audience (expected 500+ delegates):**

- International crypto & blockchain experts
- Crypto, blockchain & NFT investors
- NFT artists
- People concerned



LFF (13<sup>th</sup> Edition) is the leading financial event in the Italian part of Switzerland and represents a unique opportunity to meet all the financial professionals based in the Ticino area, in one shot.



**Date:** November 19<sup>th</sup>

**Venue:** Palazzo dei Congressi



### **B2B FAIR**

9:00: Check in  
9:30 – 17:30 Conferences,  
Exhibition & Networking  
18:00: End of work apero



### **Audience (expected 800+ delegates):**

- Fund Manger
- Wealth managers
- Private bankers
- Financial advisors
- Family officers
- Blockchain & Crypto investors
- Financial Analyst
- Risk Managers
- Traders & Brokers
- Trustees
- Service providers

# LUGANO FINANCE FORUM





# PRESENTATIONS & ROAD-SHOWS



FinLantern organizes presentations, road-shows, seminars in **Lugano, Milan, Zürich, Geneva and Montecarlo**



## SERVICES:

- Selection of the target within FinLantern community database
- Advisory about the event organization (logistics, location, time, date, catering, other providers ...)
- Support to book hotels, restaurants for dinners and/or trains, necessary during the roadshow
- Direct management of invitations (save-the-date + reminder)
- Direct phone call to the main important contacts and in order to reduce the risk of no-shows within those who registered to the event
- Management of the attendees list
- Management of the check-in desk
- Delivery of the attendees list with all contact details



## EXTRA COSTS (not included in our fee):

- Room rental
- Technical equipment rental
- Catering

# FINLANTERN NEWS



"A man who stops advertising to save money is like a man who stops a clock to save time"  
- Henry Ford -



## Investing in Luxury

by Saxo Bank

There are certain sectors that have a unique appeal to investors. One of them is 'luxury'. But is it worthwhile investing in luxury or should this also be only 'for the happy few'? In this article you can read how this sector has performed, how you can gain exposure to this segment and other factors to consider before investing in luxury.

[READ MORE](#)

## Latest Market Insights



Sam Altman and the AI Worldcoin project amidst lights and shadows  
by The Cryptonomist

In this article we try to analyze the positive and negative aspects of Sam Altman's Worldcoin AI project. The potential related to this AI company is huge, but the way Altman has obtained funding and visibility has the public debating, highlighting discouraging controversies.

[READ MORE](#)

It is the FinLantern monthly financial newsletter



## FinLantern News Switzerland

- English written
- It is sent to our Swiss network (34.000+ professionals)



## FinLantern News Italy

- Italian written
- It is sent to our Italian network (25.000+ professionals)

## Main Contributor (n. 1)

- Article in the header of the newsletter
- Visibility of its events in the Event Agenda
- CHF 1,000

## Other Contributors (n. 2-5)

- 1 article in the body of the newsletter
- CHF 500

## ADV Banner

- Size: 600 px \* 300 px
- CHF 500

**PROMO 6 MONTHS!**

**CHF 3,600 instead of CHF 6,000 (Main Contributor)**  
**CHF 1,800 instead of CHF 3,000 (Contributor)**

VAT 8.1% not included

**40% OFF**



# FINLANTERN PRICE POLICY

Contact us to get the best offer: we can study together an event or a tailor-made solution for you.  
If you plan more events with us, you can benefit from **important discounts\***:



- nr 2 events: 10% discount
- nr 3 events: 15% discount
- nr 4+ events: 20% discount



\*Starting from a fee of CHF 4,900

Thank you



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