



Building the future of food together.

MEDIA PARTNERSHIP PROPOSAL

15-16 October, Rome | eitfood.eu/next-bite

“Together we can envision the future
of the food sector in Europe”



Mark your calendars

15–16 October 2024 | Main Event

Rome Convention Center *La Nuvola*



Next Bite Programme

14 October | Pre Event Day for partner-hosted sessions

Hilton Hotel La Lama, Rome



Pre Event Programme



Purpose of the Event

- Through **EIT Food**'s unique reach in Europe, from corporates, to SMEs, to research institutes, governmental entities and startups, this **inspiring** event will be a unique combination of stakeholders at the forefront of a global, interconnected **future-fit food system**.
- **Next Bite** will bring together **game changers** in food systems transformation focusing on policy, new developments and innovative solutions to complex problems.
- The event will facilitate the **exchange of knowledge and ideas**, showcasing **cutting-edge innovations** and sustainable practices that contribute to a more resilient and efficient food system.



Journalism Awards Ceremony and presentation of Next Bite

Venue: [Hotel Hilton La Lama](#) (next to Next Bite's venue)

Meeting room: Piacentini

Agenda 14 October

- **10:00 - 10:30 | Welcome & Opening**

Begoña Perez Villarreal, Director at EIT Food South & Future Food Institute

Sara Roversi, President at Future Food Institute

- **10:30 – 10:45 | Next Bite Press Conference**

EIT Food Presentation // Q&A from journalists

Richard Zaltzman, CEO at EIT Food

Martina Burolo, Marketing Communications Manager at EIT Food

- **10:45 – 11:00 | Keynote Speaker**

How a new type of tourism and food & wine experiences could come from journalism and media. Enhancing local productions

Roberto Zalambani, UNARGA

TBC

- **11:00 – 11:30 | Roundtable (Journalists as drivers of awareness in agrifood. Sustainability & ecology).**

Luca Corsoni Moderator

Gaspare Borsellino, Itaipress Director | **Eleonora Gori**, ASVIS Goal 2

Massimiliano Tonelli, CiboToday Director | **Monica Panzeri**, Centro Studi Assaggiatori Vice-President

- **11:30 – 12:00 | Journalism Awards Ceremony & Closure**



Next Bite Programme



Healthier Lives Through Food

Food as Medicine

This track explores the intersection of food and health, focusing on how dietary choices impact overall well-being.



Net Zero Food System

Plate and Planet

Reformulation from farm to fork. It delves into the concept of reformulation, highlighting strategies for reducing waste, improving efficiency, and promoting responsible consumption practices.



Fair and Resilient Food System

Redesigning Food

This track focuses on disrupting traditional business models and introducing new frameworks in the food industry.



AgriFoodTech Ventures

This platform brings together agrifoodtech startups, business angels, impact funds, VCs, CVCs, and leading European agrifood companies and universities. It serves as an inspiring and interactive stage for exchanging ideas, fostering collaboration, and building partnerships to drive positive change in the food system.

Access to this track is by invitation only.

[Discover the Programme](#)

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Benefits for Media Partners

As a media partner of the event, you will have access to benefits divided into four areas:

- **Brand Visibility**
- **Exclusive access for reporters and photographers**
- **Networking and business opportunities**

In addition to these points, as a media partner you will receive all the material of the **media kit**, that will include press releases, speaker and guests' bios, images, logos.

Dedicated space

- **Interview Room:** access to a reserved interview room for conducting interviews in a professional environment.

Technical support

- **Wi-Fi:** access to high-speed Wi-Fi for your team.

Accommodation

- **Partner Hotels:** information on partner hotels at a walking distance from the venue, with discounts for all guests



Brand Visibility

- Brand Exposure as media partner on website and other key communication materials. Your logo will be featured on all promotional **online materials**, including:
 - the conference **website**, with a link to your company homepage;
 - official event **Web App**and **printed materials**, for example brochures, banners, backdrop for interviews , and other printed materials.
- Onsite Branding in the media lounge or interview area



Exclusive Access and Special Activities

- **Exclusive briefings:** Pre-event briefings with key speakers and organisers before the event.
- **Press access:** press entry for your journalists and production team, with access to all areas of the summit, including a Marketplace with over 50 European agrifood startups.
- **Exclusive interviews:** opportunity to conduct exclusive interviews with keynote speakers, exhibitors, and influential participants.
- **Reserved content:** Early access to event content, press releases and other materials
- **Guided tour:** We will carefully plan stops that highlight the most relevant and newsworthy aspects of the summit for the media. Throughout the tour, you will be accompanied by knowledgeable EIT Food staff who are equipped to address any questions and provide detailed insights, ensuring all your information needs are met.
- **Access to resources:** Access to event recordings and materials for post-event coverage. Access to special reports, white papers, and data generated from the summit that can be used for in-depth stories.
- **Exclusive accesses to reserved sessions:** access to our venture track reserved for special invitees only.



Networking and business opportunities

- **Networking Sessions:** EIT Food offers sector journalists the opportunity to access a unique network of innovative agrifood tech startups and leaders in food system change. This direct connection with key figures from industry, policy, and NGOs can position your newspaper as a thought leader and an ambassador in promoting food innovation.
- **Matchmaking:** Opportunity to participate in one to one matchmaking sessions with startups and companies in the food sector.



Responsibilities of the Media Partner

Pre-Event Promotion

- **Pre-Event Articles:** publication of 1-3 articles or interviews on your media channels to promote the event and its participants.
- **Social Media:** sharing the event on your social media channels and in your newsletter to increase the event's visibility.

Event Coverage (Desirable)

- **Onsite Presence:** Onsite presence of at least one journalist to provide coverage of the event. We can provide you with photos and footage if needed.
- **Reports and Interviews:** Publication of reports, articles, and interviews during and after the event to offer comprehensive and engaging coverage.



Responsibilities of the Media Partner

Follow-Up Content and feedback (if desired)

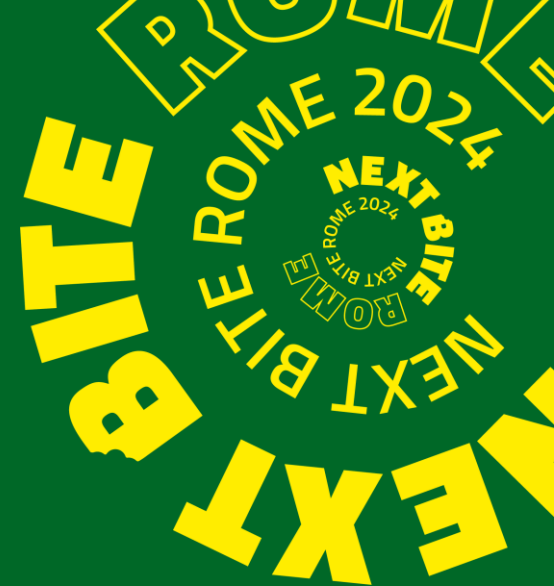
- **Publication** of follow-up articles, analysis, and summaries of the event's highlights.
- **Participation** in a post-event feedback session to assess the success of the collaboration and discuss future partnership opportunities.

Thank you for your attention!

Contact us:

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15-16 October 2024

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