



Investing in 2024

Investing in 2024 is a collaboration between Kanaal Z, the Flemish Federation of Investors and BusinessMedia. The series highlights key topics and trends in the investment world. Here are 10 possible episodes that can give viewers a good insight into the investment landscape of 2024:

Episode 1: Introduction to investing in 2024

This episode provides an overview of the key concepts and principles of investing in the current year. It covers topics such as the importance of diversification, risk management and the role of technology in the investment industry.

Episode 2: Sustainable investing and ESG criteria

This episode takes a closer look at sustainable investing and the growing role of Environmental, Social, and Governance (ESG) criteria in investment decisions. It examines the impact of sustainability factors on investment returns and how investors can make ethical and sustainable investments in 2024.

Episode 3: Influence of technology on investing

This episode explores the rise of technological innovations in the investment industry, such as artificial intelligence, blockchain and robo-advice. It shows how investors can leverage these new technologies to make better investment decisions and trade more efficiently.

Episode 4: Investing in Emerging Markets

This episode focuses on the opportunities and challenges of investing in emerging markets in 2024. It discusses the economic trends, political developments and other factors investors should consider when entering these dynamic markets.

Episode 5: The role of cryptocurrencies and blockchain

This episode covers the evolution of cryptocurrencies and blockchain technology and its impact on traditional investments. It explores how investors can benefit from the rise of digital currencies and the potential risks associated with them.

Episode 6: Investing in technology stocks

This episode takes a closer look at the investment opportunities and trends within the technology sector. It highlights specific technology companies and innovations that show promise in 2024, and provides insights into selecting winning technology stocks.

Episode 7: The influence of geopolitical events on investments

This episode examines the impact of geopolitical events, such as trade wars, political tensions and international cooperation, on global financial markets. It shows how investors can anticipate and respond to these developments.



Episode 8: Investing in Alternative Assets

This episode focuses on alternative investment options such as private equity, hedge funds, real estate and commodities. It explores the benefits and risks of these asset classes and how investors can include them in their portfolio.

Episode 9: The Rise of Impact Investing

This episode takes a closer look at impact investing, where investments are made for positive social and environmental impact. It shows how investors in 2024 can use their money to achieve social and ecological goals in addition to financial returns.

Episode 10: Investing for the Long Term

This latest installment covers the strategies and principles of long-term investing. It emphasizes the importance of patience, discipline and controlling emotions in achieving long-term success.

Each episode can feature expert commentary, case studies with business leaders and practical tips to inform and inspire viewers as they make investment decisions in 2024.

Sponsor package

Print

- 2x 1/1 page in magazine Beste Belegger (5.000 copies)
- Logo integration on ½ page trends in 5 editions (350.000 readers)

Digital

- 10 x content ad in digital newsletter VFB (12.000 subscribers)
- 1x personalized mailing VFB (12.000 subscribers)

Television

- Logo integration in announcement spot (daily viewers KZ: 441.503)
- 5 sec. billboard for the program
- Content editing & integration in 10 episodes with the Kanaal Z editors and VFB employees

Sponsor contribution = 60.000 euro

More information

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