THEMES
AT COMPUTERWORLD SUMMIT 2023

Digitisation, automation and artificial intelligence – New technologies can revolutionise processes and entire companies – both for those who make them and the competitors and partners who are affected. But what benefits will the new technologies and systems be able to deliver? How can you use technologies to replace or improve existing processes? And can you let non-code savvy people create new features as the business needs arise?
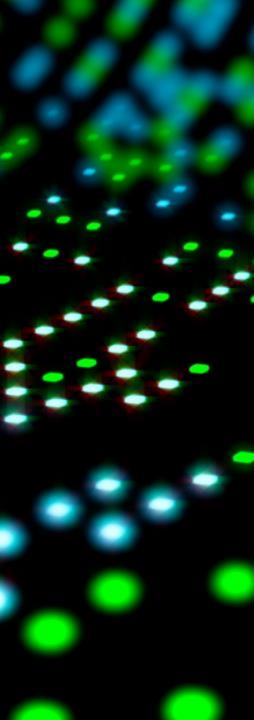
Data-driven business –Investing in data-driven innovation and development is no easy feat. Especially because the potential and value of data can be hard to spot during daily operations. However, with the right use of your company data, you can gain a real edge over the competition through valuable knowledge. Companies can become even better at using their data in a value-creating way, especially if they use the many opportunities and tools offered by technology.

CIO Trends – Danish companies have come to the clear realisation that what you choose, who you choose as supplier and how you implement the new technologies all determine your company's competitiveness. However, the numerous new services, suppliers and combinations are a growing challenge for the CIOs.

Sustainability – It is now more important than ever for companies to choose digital solutions and innovation because they are crucial elements for the green transformation. The development and use of IT technologies that contribute to increased efficiency and agility will be needed as it will allow customers and businesses to opt for digital sustainability.

Enterprise Architecture – For many companies, upgrading the IT architecture has been a necessity in recent years. The modern IT landscape is a mix of own data centres, hosted solutions, API integrations, and middleware. Together with a hefty dose of cloud solutions, which often bind the solutions together.

Strategic Cloud & Infrastructure – Whether you opt for cloud first, standard solutions, full speed ahead on API development or a dedicated commitment to hosting at partners, it will define your IT strategy. So what are the big cloud providers working on right now? And what are the main trends in infrastructure?

PARTICIPANTS
AT COMPUTERWORLD SUMMIT 2023

We expect 200-300 IT professionals to attend the conference.

Who are the participants?

As a partner, you will meet employees from large, medium-sized and small businesses and organisations – and within both the private and public sector.
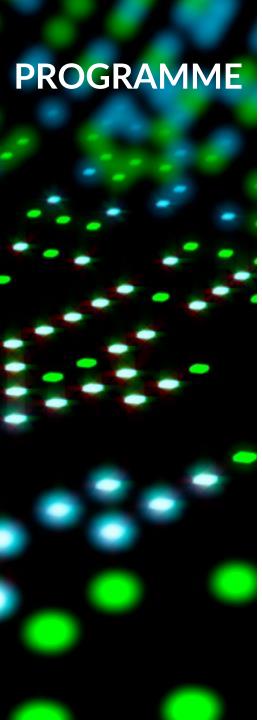
What are the titles of participants?

In 2022, the 5 most common

titles of participants at the Computerworld Summit were:

- CIO/IT manager/IT director
- CEO
- Development manager/Development director
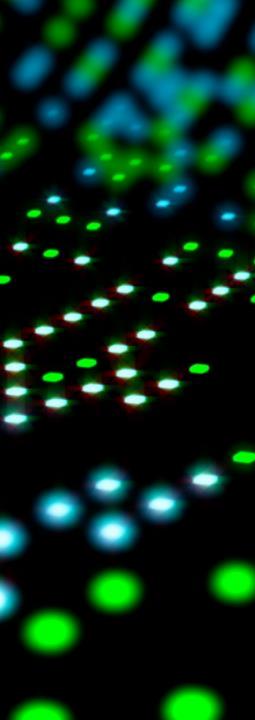- Project head/Project manager
- CTO/CDO

A small selection of the companies that participated at the 2022 Summit:

Alm Brand, Andel, ARC, ATP, Avis Budget Group, B&O, Banedanmark, Copenhagen Airports, DSB, DTU, Energinet, Falck, Ferrosan. Financial Services Union Denmark, Danish Defence, GN, If Forsikring, IRON Pump, Krifa, City of Copenhagen, Lemvigh Müller, Maersk, Maersk Broker, Maersk Drilling, Ministry of the Environment, Nets, Nomeco, Nordea, Novo Nordisk, Novozymes, Nykredit, PostNord, Red Cross, Saniona, Semler, Topsoe, Movia, Tryg, TV2, IT and Development Agency, Valcon, DaneAge Association, Ørsted, Aarsleff Rail, etc.

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PROGRAMME

Time	Plenum	Track 1	Track 2	Track 3
09:00-09:05	Opening remarks			
09:05-09:40	Keynote			
09:40-10:10	Partner – co-organiser			
10:10-10:40	Partner – co-organiser			

10:40-11:00 **Break**

Time	Plenum	Digitisation, Automation & AI	CIO Trends	Enterprise Architecture
11:00-11:25		Partner	Partner	Partner
11:30-11:55		Partner	Partner	Partner
12:00-12:30		Keynote	Keynote	Keynote

12:30-13:15 **Lunch**

Time	Plenum	Data-Driven Business	Sustainability	Strategic Cloud & Infrastructure
13:15-13:40		Partner	Partner	Partner
13:45-14:10		Partner	Partner	Partner
14:15-14:45		Keynote	Keynote	Keynote

14:45-15:05 **Break**

Time	Plenum	Track 1	Track 2	Track 3
15:05-15:40	Keynote			
15:40-15:45	Closing remarks			

BECOME A SPEAKING TIME PARTNER

Invest in a **partner package with speaking time** to give you an inside advantage and enable you to have a dialogue with Denmark's IT professionals.

As a speaking time partner, you will be able to speak directly to participants and offer your take on how some of the most innovative companies and organisations have been reached by mail and how to create a difference between the ordinary and the extraordinary.

We recommend that you present potential clients with your solution as seen from a user's perspective via one of your existing clients that IT decision makers in the room can strongly identify with.

- How were the challenges solved?
- What works well?
- Why choose this exact product?

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PARTNER OPPORTUNITIES
AT COMPUTERWORLD SUMMIT 2023

Platinum partner

- Plenum speaking time 25 minutes
- Large stand (12 m2) in the network area incl. cafe tables, power and Wi-Fi.
- Leads in the form of all contact data on participants.
- 8 participants at the conference.
- 5 meetings on the day with selected participants.
- Logo and branding as co-organizer on the event site, on the day, on invitations and all participant communication.
- Company presentation on the website.
- Distribution of material to all participants.

Price DKK 160,000

Plenum partner

- Plenum speaking time 25 minutes
- Large stand (12 m2) in the network area incl. cafe tables, power and Wi-Fi.
- Leads in the form of all contact data on participants.
- 8 participants at the conference.
- Logo on website.
- Company presentation on the website.

Price DKK 120,000

Track partner

- 25 minutes of speaking time, preferably with a customer case presented by the customer.
- 6 m2 stand in the network area. area incl. cafe tables, power and Wi-Fi.
- Leads in the form of all contact data on participants.
- Lead list with contact data and email permission of those who heard your presentation*.
- 3 participants at the conference.
- Logo on the website.
- Company presentation on the website.
- Expected number of participants: 70-100.

Price DKK 70,000

Meeting point

- 6 m2 stand in the network area. area incl. cafe tables, power and Wi-Fi.
- 3 participants at the conference.
- Logo on the web site.
- Company presentation on the website.

Price DKK 35,000

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* All participants are scanned via a chip in their name tag

WHAT THE PARTICIPANTS HAD TO SAY ABOUT COMPUTERWORLD SUMMIT 2022

94% *Had a very good or good overall impression of the conference*

89% *Considered the professional content to be very good or good*

43% *Considered using one of the suppliers they met at the conference*

85% *Planned on attending the conference again next year*

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EXPOSURE OF COMPUTERWORLD SUMMIT 2023

Marketing

Computerworld Summit is this year's biggest and most publicised event from Computerworld. We support it with massive promotion in the months leading up to the event, so that participants are sure that this conference is not to be missed.

We use the following platforms

- **Banner advertising** on Computerworld.dk
- **Newsletters** There will be banners on the newsletters we send out to 23,000 recipients each day
- **Email invitations** We send multiple invitation emails to our database of over 30,000 IT professionals
- **Computerworld magazine** The print version is issued 11 times a year.
- **LinkedIn marketing**
- **Partner marketing** You receive material you can use in your newsletters, on social media and on your website.