



COMPUTERWORLD
SUMMIT 2019

Set the course for your digital future

– Take charge with the right it-decisions



Wednesday 6th of november 2019

08.30 – 16.00

Hermans, Tivoli Friheden,
Aarhus

COMPUTERWORLD SUMMIT 2019

- is about taking the right it-decisions

Computerworld Summit 2019 prepares the participants to choose the right digital path for their organization, whether it is about development models, choice of architecture or the right it-solutions.

It is necessary because digitalization means higher tempo and less tolerance for mistakes. Both the mistakes that causes black screens and the mistakes that occur when organizations and companies make the wrong choices.

Furthermore the digitalization has moved out of the it-department and in to the company as a whole. This is a positive thing, because a successful digitalization can be the difference between ordinary and extraordinary – but digitalization also raises the effort with bigger investment needs, more choices and increasing insecurity and complexion.



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COMPUTERWORLD SUMMIT 2019

- is about taking the right it-decisions

At Computerworld Summit we are focusing on three central areas of digitalization

Power up your digital business:

Solutions, architecture, cloud strategy. What fits your company's business strategy and future goals the best? Get all the answers with Summits new debate panels where ideas are presented, challenged and discussed.

Stable and always-on in an insecure world

Business continuity, backup, antivirus, firewalls, threats, safety culture and targeted attacks are the focal points for selected cases during the whole day at Summit.

Quicker and smarter with innovative it:

Devops and agile development in both it and business, artificial intelligence, the fight against legacy and cooperation with tech giants are all things you need to consider – and you can get input for your decisions here.



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- facts and numbers



More than **150** professional it-decision makers



88% answered they were very satisfied with the conference in 2018.



86% of the participants are actively looking for new solutions.



76% of the participants are from private companies – **24%** are from the public sector



CIO Talk

NEW!

- at Computerworld Summit 2019

In **CIO Talk** two top CIO's will be on stage for 30 minutes. The subjects will be:

- Digitalization: Power up your digital business
- Safety in 2019: How to secure the critical infrastructure in a dangerous world.

The moderator of the **CIO Talk** session will be a Computerworld Editor, who will allot time, keep the discussions going and take questions from the audience.

As a partner you have the possibility to sponsor the debate session and start with a three-minute peptalk.

Expected number of participants: 70-90



CASE STORY & SOLUTIONS

NEW!

- at Computerworld Summit 2019

With **IT-Solutions** the participants will get the chance to dig into selected areas and hear about specific solutions for specific challenges during their working day.

Your solution can be presented by one of your customers, who will present their case after a short introduction from you. You have to find the customer case yourself, and everything is possible.

IT-Solutions is a unique possibility to present potential customers for your solutions from a user-perspective through one of your already existing customers, that the it-decision makers in attendance can easily relate to: How were the challenges solved? What works? Why choose this product?

Expected number of participants: 70-90



WORKSHOP

NEW!

- at Computerworld Summit 2019

Workshop is a new breakout-format. It aims at giving the decision makers a practical and hands-on based introduction to new areas of technology.

As a Workshop-partner you will have the opportunity to introduce potential new customers for a technology area, that they wish to know more about, and get answers for questions like: How do I set up the system? What choices should I make? How does the system fit my working day? How do I move data? How do I change supplier? Etc.

Expected number of participants: 10-20



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PARTICIPANTS AT COMPUTERWORLD SUMMIT 2019

Where do the participants come from?

At Computerworld Summit **it-professionals** from both large and small companies, and private and public companies, will participate. We know that participation is highly prioritized by the companies, as you might meet that one person you have tried to reach. This is possible at Summit, where you can also buy access to the complete list of participants.

A little sample of companies who participated in 2018:

Microsoft, Fødevarestyrelsen, Trustworks, Momondo, CA A-kasse, Endava, Dis/Play, Lenovo, Netgroup, Rigspolitiet, Novo Nordisk, Forsvaret, SKAT, KRM Gruppen, Danfoss, NNE, Itadel, Faxe Kommune, Capgemini Sogeti, Nordea, Acubiz, Kaspersky, Keepit, DSB, Novozymes, Alexandra Institute, Københavns Kommune, Bech-Bruun Advokatfirma, A.P. Møller Mærsk.

What position do they have?

One thing is which companies that the participants come from, but another thing is their position. Here are the 5 most common titles:

- CIO / it-chef / it-Director
- CEO
- Head of Development
- Project Manager
- CTO



PARTICIPANTS AT COMPUTERWORLD SUMMIT 2019

Numbers from the 2018 evaluation

88%

Very good/good

Overall satisfaction with the conference

81%

Very good/good

Overall satisfaction with the level of academic content

69%

Will visit Summit next year

SCHEDULE

- COMPUTERWORLD SUMMIT 2019



Per Silberg Hansen,
CISO,
Sydbank



Alan Jensen,
Executive Vice President
and CIO, Salling Group



Kåre
Berentz-Nicolaisen,
Head of Digital,
Arla Foods amba

08.30-09.00	Breakfast	
09.00-09.15	Welcome to Summit - Lars Jacobsen, Editor in Chief, Computerworld	
09.15-10.00	Keynote	
10.00-10.30	Co-host presentation	
10.30-11.00	Break and exhibition	
	IT Solutions	
11.00-11.25	Darktrace	Huawei
11.30-11.55	SecureLink	MySupply
12.00-13.00	Lunch and exhibition	
13.00-13.30	Co-host presentation	
13.00-13.30	Mimecast	Partner session
13.35-14.00	Partner session	Partner session
14.05-14.30	Partner session	Partner session
14.30-14.50	Coffee break and exhibition	
	CIO Talk session // 3-minute intro from partner	
14.50-15.30	CIO Talk - Security	CIO Talk - Digitization
15.35-16.15	Keynote	
16.15	Thank you for coming	



BECOME THE CO-HOST OF COMPUTERWORLD SUMMIT 2019

Does you and your company want to be a part of setting the agenda for the biggest and most important conference for it-professionals this spring? Both with a Keynote and a big theme area with your focus?

Grab this unique opportunity to become a co-host and put your brand out in front of **more than 150 it-professionals** from some of Denmark's most interesting and attractive companies.

You can choose to sponsor a Keynote with international format, or get one of your customers to speak.

As a co-host you will get:

- Plenum speaker slot 30 minutes
- Influence on the list of participants, who should be invited?
- Big networking area, where you and your partners can exhibit
- Complete list of participants with email permission
- 20.000 banner exposures on Computerworld
- Handout of brochures on all chairs to all participants
- Possibility to send out material to all participants before and after Summit
- Status as co-host in all marketing material
- 8 participant spots (own employees)

Price: DKK 100.000,-

PARTNER POSSIBILITIES AT COMPUTERWORLD SUMMIT 2019

Standard

- 6 m2 stall in the networking area with table, power og Wi-Fi
- Leads, in the form of contact data on all participants
- 2 participants at the conference
- Logo on the website
- Company presentation on the website

DKK 25.000

CIO Talk

- 3-minute intro to the subject
- 6 m2 stall in the networking area with table, power og Wi-Fi
- Leads, in the form of contact data on all participants
- List of participants in your CIO Talk* session
- 3 participants at the conference
- Logo on the website
- Company presentation on the website

DKK 30.000

IT Solutions

- 25-minute customer case, that the customer will present themselves.
- 6 m2 stall in the networking area with table, power og Wi-Fi
- Leads, in the form of contact data on all participants
- List of participants in your case story or Solutions session*
- 3 participants at the conference
- Logo on the website
- Company presentation on the website

Århus DKK 50.000

Workshop

- 60 minute introduction to a technology or a demo
- 6 m2 stall in the networking area with table, power og Wi-Fi
- Leads, in the form of contact data on all participants
- List of participants in your workshop* session
- 3 participants at the conference
- Logo on the website
- Company presentation on the website

* Will run simultaneously with the main programme

DKK 50.000

Co-Host

- Plenum speaker slot of 35 minutes
- Influence on participant list
- Big stall with the possibility of bringing suppliers
- Leads, in the form of contact data on all participants
- 20.000 banner exposures on Computerworlds sites
- Handout of brochures, flyers etc. to all participants
- Possibility to send material out to all participants before and after
- Co-host status in all marketing material
- 8 participant spots

DKK 100.000

* All participants will be scanned via a chip in their name tag



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PROMOTION OF COMPUTERWORLD SUMMIT 2019

Marketing

Computerworld Summit is by far the biggest and most exposed event of the year at Computerworld. We promote it massively in the months leading up to the event, so the participants know it is a can't miss event.



Platforms:

- **Banner advertising** on Computerworld.dk, Comon.dk & cio.dk.
- **Newsletter** banners in newsletters, that are sent out daily to over 34.000 it-professionals.
- **Email invitations** we send several event invitation mails out to our database which contains over 34.000 it-professionals.
- **Social Media** we use our profiles on LinkedIn, Facebook and Twitter, that combined have over 10.000 followers.
- **Computerworld Magazine** in print. Sent out 11 times during 2019

WHAT THE PARTNERS SAY COMPUTERWORLD SUMMIT 2019

"We are participating at Summit to promote our company, and get the participants to notice us. We are also here because you can meet a good mix of technical and commercial profiles."

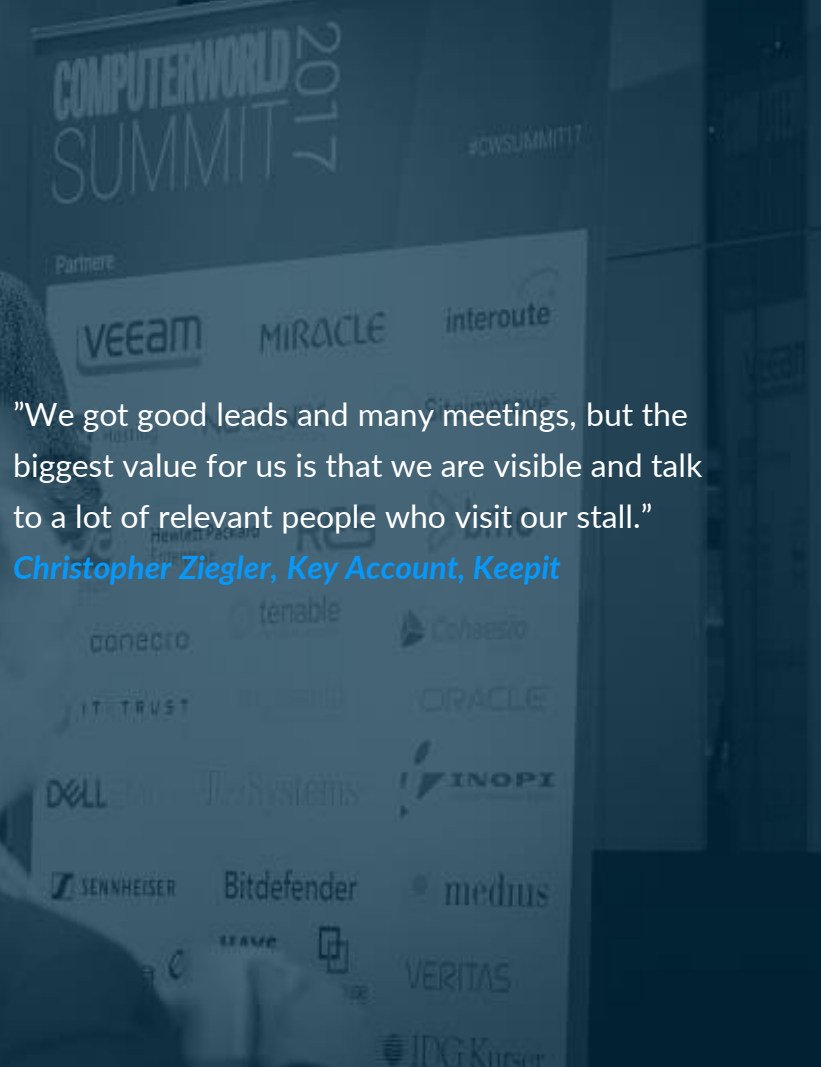
Leif Andersen, CEO, Kaspersky Lab

"Computerworld Summit 2018 has been rewarding for Hays. Besides getting further insight into interesting subjects, we have established relations to decision makers as well as candidates within IT."

Susan Lindsted Madsen, Teamleder IT, Hays Specialist Recruitment

"We got good leads and many meetings, but the biggest value for us is that we are visible and talk to a lot of relevant people who visit our stall."

Christopher Ziegler, Key Account, Keepit





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