Thursday 16 January 2020
Copenhagen Stock Exchange

CONFERENCE
Digital Growth 2020

DANSK ERHVERV

REACH MEDIA

Be a partner at the year's most inspirational conference on the subject of what it will take to launch Denmark into the next decade.

COMPUTERWORLD

That's why Digital Growth 2020 is on the agenda...

We know that the winning companies of tomorrow will be digital. That goes for both the new ones that will emerge and the old ones that will need to change. What is interesting in this context is how the new companies will 'grow' their digital DNA, and how traditional companies will take on a digital identity on completely different terms.

We also know that widespread digital transformation means that digitalisation has ventured out of the IT department and extended to the entire company. That is a good thing. It increases the chances of successful digitalisation. Ultimately, successful digitalisation can make all the difference between ordinary and extraordinary.

In tandem with the rapid development of technologies, companies' opportunities and their forms of organisation are changing dramatically. The open question: how do companies go about leading this rapid transformation in their organisation? What are the strategic bases and indicators? And who has the examples for compliance?

These are the questions we will be answering together with you and the other partners at Digital Growth 2020...

Read more on www.digital2020.dk

Conference concept

Digital vækst 2020

The market segment for the conference includes CEOs, Chief Digital Officers, Digitisation Managers, Business Developers, CFOs, CIOs, IT Managers, Digital Programme Sponsors and Digital Project Managers. We are expecting 150 attendees in the Great Exchange Hall.

The conference will address the major challenges of digitalisation and demonstrate the latest, most interesting opportunities offered
by three key areas of digital transformation:

- Digital business models
- Organisational leverage for digital success and the human factor
- Digital technology choices

The conference will be attended by a host of expert digital leaders and pioneers from both Denmark and abroad. They will share a single task: to inspire the conference attendees to make the right business, technological and strategic choices in 2020, thereby ensuring digital growth.

As a partner, you will help cast the spotlight on ideas, examples and positive digital experiences, presenting them in a way that is palatable to the attendees: free of commercial jargon and rich in real, useful knowledge and inspiration.

The programme will feature impassioned discussion about digital dilemmas, experts, pioneering companies, interactive debate panels, case presentations and keynote presentations.

Digital Growth 2020 is a payments conference. The price is DKK 1,995; early bird DKK 1,495 The price for members of the Danish Chamber of Commerce is DKK 995. As a partner you have the option of inviting up to five existing and/or potential clients in the market segment for free. You are also welcome to provide the names of 10 persons you would like us to make an extra effort to recruit for the conference.

The three pillars of digital transformation

1
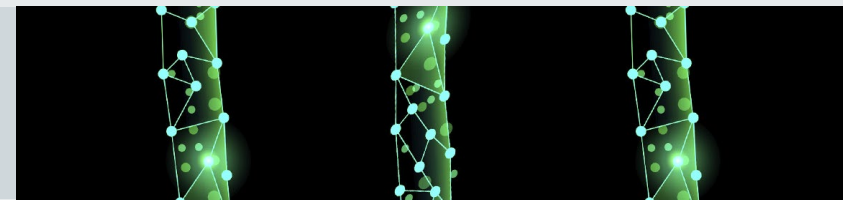
Digital business models

The crucial new digital business models and global digital platforms are constantly evolving. Businesses will be able to draw inspiration for their choices, when, for example, a Chief Digital Officer, a Digital Transformation Lead, a professor and a digital sage argue and give their personal take on modern, global, digital businesses.

2

Organisational leverage for digital success and the human factor

The creation of innovation labs, internal digital departments and CDO titles is extremely widespread in Danish companies. But what lessons have been learned? And how are major Danish companies preparing for success both now and in the future? In this context, an Innovation Lead, a Chief Digital Officer and a VP Digital Services professional will discuss what preparations they have made and how they recruit for, and work with new digital devices in their often relatively analogue businesses.

We will also have products, awards and presentable managers - important ingredients when it comes to digital success. But the road to sustainable success lies with the staff. It is hard, because the battle to grab talented candidates in only getting tougher. So listen to how the likes of a CTO, a Head of Recruitment and an entrepreneur succeed in attracting, retaining and motivating crucial digital candidates.

3

Choice of Technology

You do not buy digitalisation from your IT provider. You buy cooperation, you buy peace of mind and you buy into a vision for the future of both business and technology. The success of that collaboration requires trust, knowledge, future-proof technological vision and the ability to get things done. So listen to how the likes of CIO in the municipal sector, a government Deputy Director of Digitalisation and a Head of Digital Services in the private sector consider, and strategically select the appropriate technical platforms and solutions for their particular lines of business.

Programme

Time	Activity			
9.00 am	Welcome to everyone in the plenary			
9.05 am	Keynote: Kim Fournais, SaxoBank			
9.40 am	**Digital Dilemma 1** DIGITAL BUSINESS MODELS MODELS 2-3 speakers every 5 minutes and a debate with the hall/mentimeter			
10.20 am	Coffee and networking			
10.50 am	**Digital Dilemma 2** ORGANISATIONAL LEVERAGE FOR DIGITAL SUCCESS AND THE HUMAN FACTOR 2-3 speakers every 5 minutes and a debate with the hall/mentimeter			
11.35 am - 12.35 pm	**Partner presentations 1 and 2: Client case (one partner or two co-partners per presentation) in plenary + Deep Dives 1-4 in rooms**			
30 min	Partner presentation 1	Deep Dive 1	Deep Dive 2	Deep Dive 3	Deep Dive 4
30 min	Partner presentation 2			
12.35 pm	Lunch			
1.20 pm	**Digital Dilemma 3** CHOICE OF TECHNOLOGY 2-3 speakers every 5 minutes and a debate with the hall/mentimeter			
2.00 - 3.00 PM	**Partner presentations 3 and 4: Client case (one partner or two co-partners per presentation) in plenary + Deep Dives 5-8in rooms**			
30 min	Partner presentation 3	Deep Dive 5	Deep Dive 6	Deep Dive 7	Deep Dive 8
30 min	Partner presentation 4			
3.00 pm	Back in the hall + coffee en route			
3.20 pm	Keynote: C20 CIO/CEO about his digital project			
3.45	Thank you for coming and goodbye – and a little happening			

The elements of the conference

Deep Dive

A Deep Dive is a forum, in which you (and co-partner, if any) host 10-15 potential clients around a table. You discuss in depth a topic that you have defined. The Deep Dive is moderated by a *Computerworld* journalist in cooperation with you, and lasts an hour. You start with a pitch of max. 10 minutes, in which you articulate the theme you have submitted to the programme. NB: The pitch may not be of a commercial nature. You have the option of booking feedback on your content and presentation techniques.

 From the list of attendees, you select the participants you want to invite to your Deep Dive, and we will attempt to get them on board. You can also invite potential clients who are not on the list to attend your Deep Dive.

There will be four Deep Dives running concurrently twice a day (a total of eight).

Partner presentation in plenary

You (and your co-partner, if any) can speak to attendees in the Great Exchange Hall. There will be two partner presentations at 11.35 am and another two at 2.00 pm. In your presentation, you pitch an issue or dilemma, which is then expanded upon via a case with a client on the stage. NB: The presentation may not be of a commercial nature. You have the option of booking feedback on your content and presentation techniques.

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Partner packages

Deep Dive partnership (can be shared by two partners)

- 1-hour Deep Dive with 10-15 attendees
- Database of contact information for the attendees
- Marketing
- 10 tickets for topics in the market segment
- Option of providing the names of 10 individuals to invite
- Four internal attendees on the day, though max. two during the Deep Dive

DKK 60,000

Partner presentation in plenary (can be shared by two partners)

- Speaking time: 25 minutes in plenary in front of approx. 100 attendees
- Database of contact information for all attendees
- Marketing
- 10 tickets for topics in the market segment
- Option of providing the names of 10 individuals to invite
- Four internal attendees at the event

DKK 60,000

Additional options

Advertorial for upload on the Digital Growth Insights theme page on Computerworld.dk, incl. at least 500 readings and performance report
- We write an article for you (incl. one source): **DKK 25,000**
- Providing the article yourself: **DKK 20,000**

Lead generation based on whitepaper
- Our journalist will write a white paper for you, incl. 6-8 page layout + 10 leads with contact details: **DKK 35,000**
- You provide your own white paper and gain 20+ leads with contact details: **DKK 15,000**

Coaching on content and presentation techniques
Ask for price

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Marketing

The Danish Chamber of Commerce sends invitations to selected members of, and networks in the Danish Chamber of Commerce.

The partners send out invitations to existing and potential customers.

Invitations are sent to relevant professionals in the *Computerworld* and *Reach Media* databases.

Articles on the conference topics are posted on the LinkedIn pages of the organisers.

Computerworld sends targeted invitation emails directly to the market segment.

The partners promote the event on their their own Social Media channels.

The Danish Chamber of Commerce and *Computerworld* promote the conference in a number of news-mails.

Banner exposure on cw.dk
Partner logo on the event landing page.

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When & where?

The Stock Exchange

Building

Great Exchange Hall

Slotsholmsgade

Copenhagen K.

Thursday 16

January 2020

8.30 am – 3.45 pm

DANSK ERHVERV   REACH MEDIA   COMPUTERWORLD

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