

Computerworld Summit 2020

– secure digital business



Tuesday March 24 2020
08.30 – 16.00
Radisson Blu Scandinavia,
København



Wednesday November 11 2020
08.30 – 16.00
Aarhus



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The [2020 Computerworld Summit](#) will equip IT professionals to choose the right digital path.

Successful digitisation can make the difference between ordinary and extraordinary. For companies, it is all about understanding, choosing and using the technology correctly.

These are what we call the big ideas - the ones you need to master if you are to create success. So, at the Computerworld Summit, the spotlight is on ideas, examples and good digital experiences. The hands-on approach will feature interactive debate panels, your specific experiences and clear-cut keynotes.

The Computerworld Summit focuses on the three key areas in digitisation:

- [Digital business systems](#)
- [Necessary strategic IT security](#)
- [New technologies to expedite changes](#)



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- focus on three key areas of digitalisation

Digital business systems:



Digital transformation is making headway. This applies particularly to business systems such as ERP and add-on solutions in which, at great speed, the development focuses on automation, cloud and artificial intelligence. Companies need to start looking at standard systems again as opposed to the previous focus on specially-adapted systems.

Where do you begin? Which systems are the easiest to change with the biggest gain? And can you actually be entirely free of adjustments and custom-built systems? Provide input and knowledge about what companies can do to get in line with the best digital business solutions, creating the best possible value for their business with new technology that increases the bottom line.

Strategic IT security:



Cyber threats are here, there and everywhere. They grow year by year. Even quite ordinary Danish companies are in danger of being affected - even though they are just random passers-by. To put it bluntly, there is no shortage of challenges. The same applies to IT security solutions, which can quickly become a huge expense.

As a partner, you can draw attention to business continuity and the tools behind: for example, threat intelligence, backup, antivirus, firewalls, threat assessments, security culture and targeted attack. All this can equip the companies for both current and future cyber threats.

New technology and new solutions:



Technologies such as machine learning, artificial intelligence and cloud solutions from data centres with unimaginable power are becoming increasingly prevalent. But the many options also increase the risk of over-investing, making incorrect choices or overlooking possibilities.

As a partner, you can take expert control by drawing attention to the new ways of working, the new ways of running a business and the new technologies that make this possible, referring to specific examples of the successful adoption of technologies.



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More than **300** professional it-decision makers



89% answered they were very satisfied with the conference in 2019



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



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

THE ATTENDEES AT THE 2020 COMPUTERWORLD SUMMIT

Where do the attendees come from?

At Computerworld Summit IT professionals participate from large and small, and private and public sector companies.

You may meet the very company you have been trying to get in touch with. This is possible at the Summit, where you can purchase access to a complete customer list.

Here is a small selection of the companies that participated in 2019:

Novo Nordisk, The Danish Food and Veterinary Administration, CA Unemployment Fund, the Danish National Police, the Danish Defence – Group IT, Faxe Municipality, Nordea, DSB, Novozymes, Alexandra Institute, the City of Copenhagen, A.P. Møller Mærsk, BDO, Lakrids by Bülow, Nilfisk, TDC, FLSmidth, Alm. Brand, Postnord, Carlsberg, PFA, the Road Directorate, Egmont.

Who attends?

Which companies the attendees come from is one thing.

What positions they hold is quite another. Here you can see the 5 most common types of job:

- CIO / IT Manager / IT Director
- CEO
- Head of Development / Development Director
- Senior Project Manager / Project Manager
- CTO



PARTICIPANTS AT COMPUTERWORLD SUMMIT 2020

Numbers from the evaluation of **COMPUTERWORLD SUMMIT 2019**

95%

Very good/good

Overall satisfaction with the conference

90%

Very good/good

Overall satisfaction with the level of academic content

81%

Will visit Summit next year

89%

Felt that their expectations for the conference were met to a very high or high degree

20%

Considered using one of the partners they meet at the conference

THE ATTENDEES AT COMPUTERWORLD SUMMIT 2019

Previous attendees say
about the conference:

"Once again this year, the CW Summit was a fabulous event. I'm already looking forward to next year."

"Lots of good presentations and many different themes. A varied, exciting day where you can really draw inspiration and hear about other people's experiences. Thanks!"

"Great settings, good food, great atmosphere, high professional level."

"It is an impressive event with great presentations - particularly considering the price. The event is equally good as some very expensive conferences."



SCHEDULE

- COMPUTERWORLD SUMMIT 2020

KEYNOTE



CHRISTINA BOUTRUP is one of the country's leading experts on China. She has made it her mission to enlighten decision-makers about the world's new super power. She is a qualified business journalist and has closely followed China's development since 2004: for example, as an Asia correspondent and as a host on radio and TV programs. She has written several critically-acclaimed books and, with her impressive communication skills and rounded approach to China, she appears frequently as a speaker, facilitator and moderator at Danish and international conferences and workshops.

She also sits on the advisory board for the Think China think tank under the aegis of the University of Copenhagen, and is a permanent China analyst for TV2 News.



08.30-09.00	Breakfast		
09.00-09.10	Welcome to Summit - Lars Jacobsen, Editor in Chief, Computerworld		
09.15-09.45	Christina Boutrup, China expert - "The big tech revolution"		
09.45-10.10	Dustin		
10.10-10.40	Break		
10.40-11.05	Partner session		
	Track A	Track B	Track C
11.10-11.35	Partner session		
	Track A	Track B	Track C
11.40-12.20	CIO Talk // 3-minute intro from partner		
	CIO Talk 1	CIO Talk 2	CIO Talk 3
12.20-13.10	Lunch and exhibition		
13.10-13.35	Partner session		
	Track A	Track B	Track C
13.40-14.05	Partner session		
	Track A	Track B	Track C
14.05-14.30	Break		
14.30-15.10	CIO Talk session // 3-minute intro from partner		
	CIO Talk 1	CIO Talk 2	CIO Talk 3
15.10-15.50	Closing keynote		
15.50-16.00	Thank you for coming. CWSUMMIT2021 date is announced		



SPONSOR A CIO TALK

- partner option

In a **CIO Talk**, two CIOs or CXOs will debate on stage. The fundamental topics are:

- Digitisation: how can you harvest the full yield of the development?
- Security in 2019: how do you equip yourself for both current and future cyber threats?
- New technologies and new solutions: how do you make the right choices and avoid overlooking possibilities?

The moderator in the **CIO Talk** debate will be a *Computerworld* editor who will allocate speaking time, get the discussion going and take questions from the attendees.

As a partner you will be able to sponsor the debate and start with a 3-minute pep talk.

Expected number of attendees: 80-120



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SPEAKING TIME IN TRACK IN THE PROGRAM

- partner option

Invest in a **package with speaking time in a track**, and you will have a foot in the door and kick off a discussion with Denmark's IT professionals. The speaking time package contains:

- 25 minutes' speaking time in track
- Discussion about presentations with a CW journalist in order to ensure the best possible presentation.
- Not only attendee lists with email permission for everyone who heard the presentation, but also the total attendee list.
- Marketing in the context of recruitment for the conference.
- A boot in the networking area.

We advise you to present your solution to potential customers from the point of view of one of your existing customers, with whom the IT decision-makers in the audience can easily identify: How were the challenges resolved? What works well? Why choose this product in particular?

Expected number of attendees: 80-120



BECOME THE CO-HOST OF COMPUTERWORLD SUMMIT 2020

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 300 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 150.000,-

PARTNER POSSIBILITIES AT COMPUTERWORLD SUMMIT 2020

Standard	CIO Talk	Partner with speaking time	Co-Host
<ul style="list-style-type: none">• 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 <p>Copenhagen DKK 30.000 Aarhus DKK 25.000</p>	<ul style="list-style-type: none">• 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 <p>Copenhagen DKK 45.000 Aarhus DKK 35.000</p>	<ul style="list-style-type: none">• 25 minutes speaker slot, preferably with a customer case presented by the customer.• 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 <p>Copenhagen DKK 65.000 Aarhus DKK 50.000</p>	<ul style="list-style-type: none">• Plenum speaker slot of 30 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 <p>Copenhagen DKK 150.000 Aarhus DKK 100.000</p>

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



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PROMOTION OF COMPUTERWORLD SUMMIT 2020

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 & cio.dk.
- **Newsletter** banners in newsletters, that are sent out daily to over 27.000 it-professionals.
- **Email invitations** we send several event invitation mails out to our database which contains over 32.000 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 2020



EXPOSURE BY THE 2020 COMPUTERWORLD SUMMIT

This is what partners say:

"We attend the Summit for exposure and to make attendees aware of us. We also join because you can gather a good mix of technical and commercial professionals."

Leif Andersen, CEO of Kaspersky Lab

"The Computerworld Summit was incredibly fruitful for Hays. Besides having got to know more about some interesting topics, we have established relationships with both decision-makers and candidates in the IT sector."

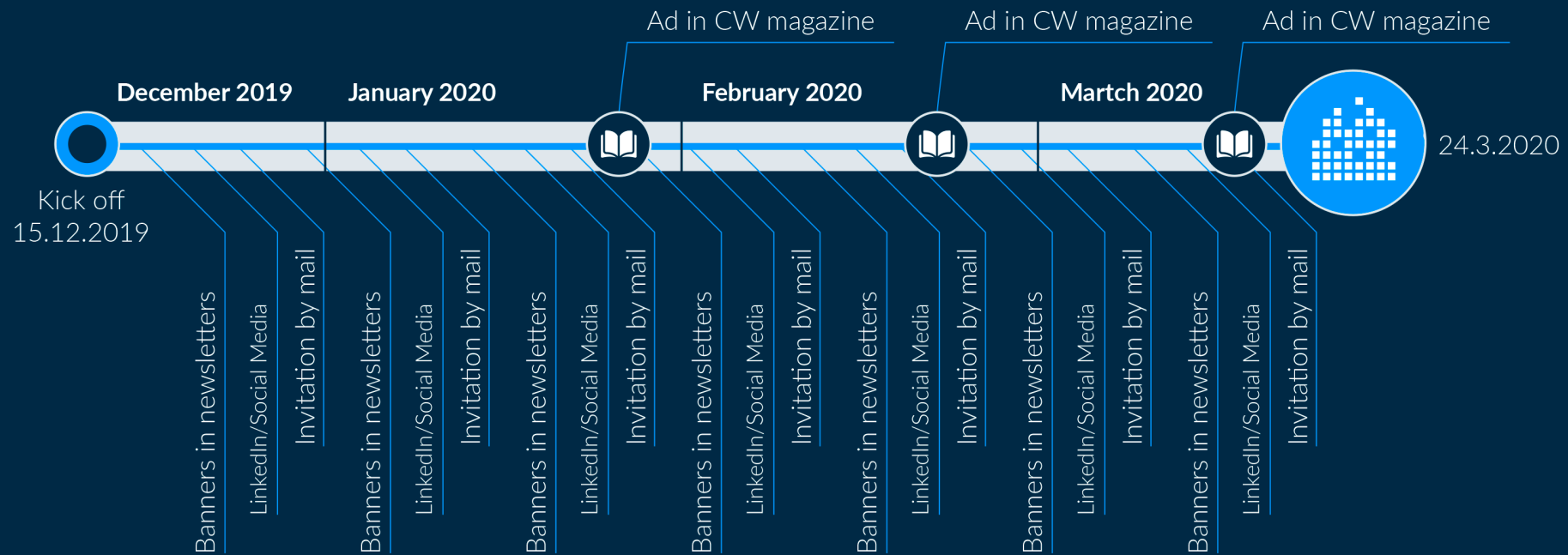
Susan Lindsted Madsen, Team Leader IT, Hays Specialist Recruitment

"We get good leads and arrange many meetings. But what is most valuable for us is the fact that we are visible and get to talk to a lot of relevant people who drop by at our stand."

Christopher Ziegler, Key Account, Keepit

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Marketing plan





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