



# Nordic Cloud Strategy 2020

Digital Nordic conference  
September 29, 2020

# BACKGROUND

Cloud first, agile development, focus on standard solutions, full blown API development, separation of core systems and front-end, automation and a wholehearted focus on new modern cloud solutions as the future front-end.

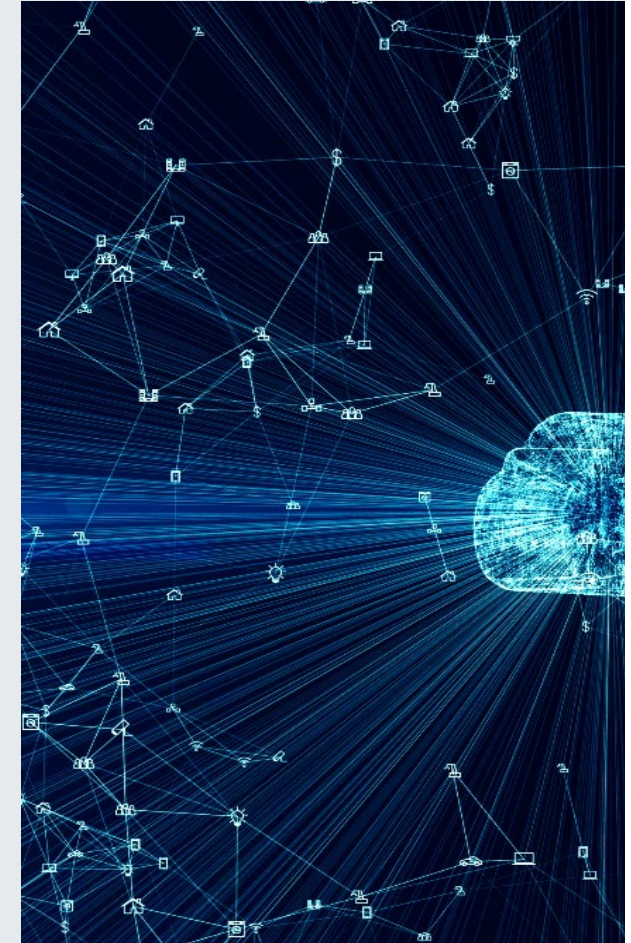
This is what the plans and the cloud strategy look like for many modern organizations. And for many, it is a strategy that is currently being translated into concrete investments, efforts, and innovations.

At the same time, some financial companies have managed to create new business areas by developing products for other financial companies.

The extensive digitalization combined with an increasingly intense competition in many industries therefore puts entirely new demands on management, the digital organization, and the technology.

At this conference we focus on the monumental shift that is currently taking place in many industries. Together with several leading CIOs and digital executives from all over the Nordic countries, the conference Nordic Cloud Strategy 2020 will focus on:

- The strategies and experiences of switching to cloud first strategies including the difficult hybrid and multi-cloud balance.
- The safe fulfillment of the comprehensive privacy and compliance requirements with smart use of technology.
- How both the leadership of both IT and digital organizations are rapidly changing and how CIOs, business managers and digital executives handle the change.
- Insight into how leading suppliers and analysts view the market and existing products.



# THE VIRTUAL SETUP



Not stream - but like a TV channel

This is not just a matter of streaming an event - without spectators - but a dynamic live event, with Computerworlds editor in chief of Computerworld Lars Jacobsen as host and moderator. We will switch between interviews, debates, guests in the studio and via webcams, etc. This will help create a dynamic and valuable experience.



All video content becomes available to you as a partner

All broadcasts are edited into 3-4 minutes summary reports with the essential takeaways from presentations, debates and interviews. Along with recordings of entire broadcasts, these feature films, will be made available to both you and the participants on an open Computerworld page.



Is it possible to network?

Yes ! As we stream from the platform TAME, we are able to have keynotes and at the same time make breakout sessions in smaller groups and arrange one-on-one meetings. We will go to great lengths to make sure, that you get at least as many **valuable leads from all Nordic countries** as at a physical conference.

Technical partners:  MakeSense 

**COMPUTERWORLD** EVENTS

# PROGRAM

Time	Topic	
09.00 – 09.05	Welcome by the Computerworld Editor in Chief	
09.05 – 09.30	Keynote speaker and Q&A	
09.30 – 9.50	Partner speech and Q&A	
09.50 – 10.10	Partner speech and Q&A	
10.10 – 10.25	Keynote interview moderated by Computerworlds Editor in Chief	
10.25 – 10.45	Partner speech - track 1	Partner speech - track 2
10.45 – 11.05	Partner speech - track 1	Partner speech - track 2
11.05 – 11.15	BREAK	
11.15 – 11.35	Keynote talk with two experts moderated by Computerworlds Editor in Chief	
11.35 – 11.55	Partner speech - track 1	Partner speech - track 2
11.55 – 12.15	Partner speech - track 1	Partner speech - track 2
12.15 – 12.35	Keynote speaker	
12.35	Wrap up by the Computerworld Editor in Chief	

# BECOME PARTNER

## - AND GET DIRECT ACCESS TO NEW CUSTOMER LEADS

With the professional virtual conference set-up at Computerworld you now have the opportunity to address the participants.

At Computerworld we screen all participants to ensure, that all in the audience have a relevant background and are relevant to the topic.

At the conference you will therefore be able to talk about your tools and competences within cloud to an interested group of IT professionals. Which problems can you help solve and how can you help the customer evolve with cloud.

### YOUR PARTNER PACKAGE:

- 20-minute speech incl. Q&A.
- Lead list with contact details and email permission. GDPR compliant
- Evaluation of your presentation.
- List of participants who want further dialogue.
- Branding on the event page, on sign up page and in invitations
- Branding at the conference - graphics with your logo for intro / outro and name tags.
- You get your own virtual meeting room on the day, where you can have a direct dialogue with the participants
- Video content: A full length recording of your posts and a summary of approx. 3-4 minutes
- Marketing through the Computerworld channels
- Ability to do live polls with participants during your speech
- Participants can ask questions via a chat function

IN PLENARY  
DKK 95,000/  
EUR 12.675

IN TRACK  
DKK 60,000/  
EUR 8000

# THE PARTICIPANTS

## WHAT FORMER PARTICIPANTS SAY ABOUT THE CONFERENCE:

- 89 % of the former participants had a **very good or good overall impression** of the conference.
- 78 % of the former participants thought that the conference had a **very high or high professional level**.
- 38 % of the former participants **are considering using at least one of the partners** from the conference.

*"Very interesting and many good points."*

*"Content and topics suited me and were very relevant"*

*"Really inspiring"*

We expects approx. 250-300 participants from the Nordic countries: Denmark, Norway, Sweden and Finland.

The participants are IT decisionmakers from medium, large and enterprise companies:

- CIOs
- CEOs
- IT managers
- Cloud architects
- IT architects
- Head of infrastructure
- Operation manager
- .....and other decisionmakers

# GET THE MOST OF YOUR PARTNERSHIP

## ADDITIONAL OPTIONS:

### ADVERTORIAL

Native banners at computerworld.dk incl. at least 500 readings and performance reporting:

- We write the article for you (based on an interview) **DKK 25,000**
- You supply the article yourselves **DKK 15,000**

### LEAD GENERATION

Based on a whitepaper:

- Our journalist will write a whitepaper for you, incl 6-8 pages layout and +20 leads with contact details **DKK 35,000**
- You supply the whitepaper and get +20 leads with contact details **DKK 16,000**

## BE ACTIVE:

- Promote your presence/speech on your website
- Promote your presence/speech on SoMe
- Share Computerworlds posts on SoMe
- Promote your presence/speech in your own newsletters

## THE PARTICIPANTS LIKES:

- Customer cases
- Benefits and solutions
- Use pictures and short texts on your slides
- Which challenges and pains you can solve
- No sales talk

# MARKETING

Banners in Computerworld newsletters

Banners on Computerworld.dk

E-mail invitations sent to Computerworld Denmark database with 32.000 it - professionals

Invitations to Nordic participants through Computerworld in Norway, Sweden and Finland

Posts on Facebook and LinkedIn

Partner promotion package



# CONTACT

For further information about the NEW Nordic digital conference, please contact us today and be sure to reserve your slot at the conference and get Nordic leads and marketing.



Maibritt Møller Bryding  
Sales Director  
E-mail: [mmo@cw.dk](mailto:mmo@cw.dk)  
Tel: +45 27 284 041



Bettina Thomasen  
Key Account Manager  
E-mail: [bth@cw.dk](mailto:bth@cw.dk)  
Tel: +45 27 200 303



Niels Steenberg  
Key Account Manager  
E-mail: [nis@cw.dk](mailto:nis@cw.dk)  
Tel: +45 77 300 213



Jesper Holm  
Account Manager  
E-mail: [jeh@cw.dk](mailto:jeh@cw.dk)  
Tel: +45 77 300 271