



Thursday, 21 January 2021

Online

DIGITAL CONFERENCE

Digital Growth 2021



**DANSK
ERHVERV**

**REACH
MEDIA**

Become a partner at this year's most inspiring conference
on the issues that will give Denmark a head start in the next decade.

This year, in digital format.

COMPUTERWORLD

Impressions from Digital Growth 2020



In January, we gathered more than 250 curious attendees at Digital Vækst 2020, where we generated inspiration, carried out debates and delved into specific solution areas and strategic choices related to digital transformation.

The responses from the event were exceptionally positive. Here is an excerpt:

- Excellent, with trustworthy and comprehensible cases
- It was a fantastic presentation, very inspiring
- Very down to earth. It is inspiring, while also being very useful.
- Good, engaging accounts from practice
- Fantastic contributions from everyone
- Very interesting, and the same challenges regardless of the size of the companies
- Interesting perspectives - clearly something we can use
- The presentations contained important points and views from all the attendees and clearly demonstrated the big difference in decision making in the public and private IT sectors
- Very interesting and extremely relevant, and again suppliers can show more openness and transparency in their cooperation with customers
- Good contributions that clearly demonstrate the difference in opinions with the responsible managers for deliveries to the public and private sectors
- Engaging presentation with content that involved you on an almost personal level – it felt very meaningful (and honest)
- Extremely exciting presentation that shows how important a role the political structure and agenda play when it comes to implementation of technology at the societal level
- Extremely good, professionally inspiring, good communication
- Extremely focused, relevant perspectives concerning your own company relative to the industry, contemporary times and digital reality in an old industry



Here, you can see coverage from one of our other digital conferences.

This is why Digital Growth 2021 is on the agenda...



A modern digital winning company brings new technologies into play, generates digital innovation, exploits data as a management tool and often regards the world like a big marketplace. All these are elements that establish a favourable digital growth environment.

Therefore, speed, innovation and the global focus are the focal points for the digital conference Digital Growth 2021.

Digital Growth 2021 wants to provide an answer to how attendees lay the foundation for and realise growth through digital tools and strategies – as well as how they get employees on board and guide the organisation safely through the treacherous digital waters.

As a partner at Digital Growth 2021, you will have the opportunity to step into the role of expert and to focus on how to help customers handle digital challenges. You will get a unique opportunity to involve users, companies and others in your working procedures and to share your knowledge on specific examples and solutions for your successful work with digital growth.

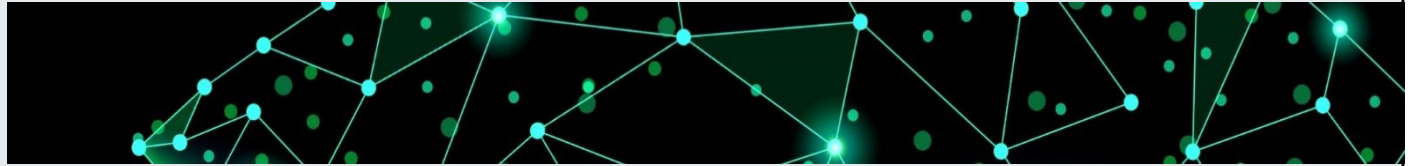
Whether you are an expert in leveraging new technologies, generating digital innovation or exploiting data as a management tool, through your partnership in this conference you are helping to equip companies to meet future trends for digital growth.

It is extremely important that we learn from each other and share knowledge to a great extent, so that both companies and partners can learn from successes and wrong decisions. As a partner, you will therefore have the opportunity to invite attendees behind the scenes and to debate and discuss solutions and ideas concerning your success story.

At Digital Growth 2021, we bring into play the innovation, technology choices, data and globalisation of Danish companies across the organisation – because we know that inspiration, knowledge, experience and dialogue are the key building blocks when establishing the strategy for digital growth.

The conference is moderated by Computerworld's experienced chief editor, Lars Jacobsen.

The conference concept



The target group for the conference consists of CEOs, Chief Digital Officers, digitalisation managers, business developers, CFOs, finance directors, CIOs, IT directors, sponsors of digital programmes and digital project managers.

Due to COVID-19 and the uncertainty generated in its wake, Digital Growth 2021 will be held as a purely digital conference this time around. We have constructed a professional TV studio from where we transmit interviews, debates, etc. In addition, we will hold deep dive roundtables in the virtual conference rooms.

The number of attendees is unlimited, and we expect around 300. Only for the eight round tables (Deep Dives) is there an attendee limit of 10-15 to ensure a good dialogue. As a partner, you get email permission and contact data for all attendees.

The conference confronts digitalisation's greatest challenges and demonstrates the newest and most interesting options within the three key areas of digital transformation: Innovation, Speed & Data and The Global Marketplace

The conference will be jam-packed with skilled digital managers and front-line workers from here and abroad. They have one task: To inspire the conference attendees to make the right business, technological and strategic choices in 2021, thus ensuring digital growth of the companies.

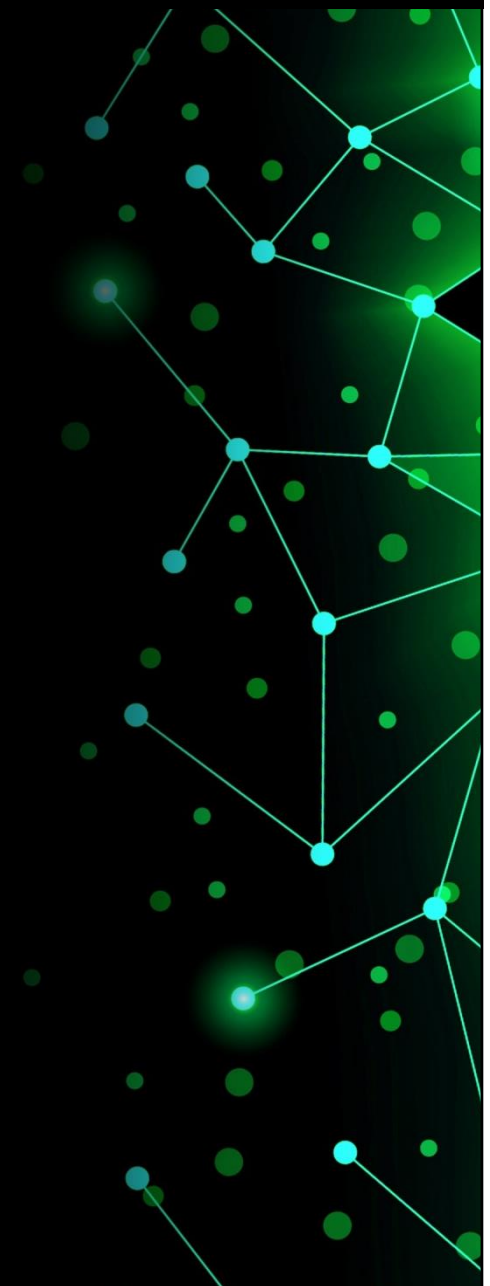
As a partner, you help ensure focus on the ideas, examples and good digital experiences and to present them in a way that the attendees prefer: free of commercial noise, but full of real, useful knowledge and inspiration.

The programme is based on discussions between enthusiasts concerning digital dilemmas, experts, pioneering companies, interactive debate panels, case presentations and keynotes.

Digital Growth 2021 is organised by the Danish Chamber of Commerce, Reach Media and Computerworld. The conference is free for attendees. As a partner, you are welcome to provide the names of 10 profiles that you would like us to try particularly hard to recruit for the conference.

Programme

09:00	Welcome – Lars Jacobsen, Computerworld				
09:10	Keynote 1				
09:30	Premium customer case 1				
09:50	Digital Dilemma 1: Innovation				
10:15-11:15	Gold partner presentation 1, 2 and 3 and 4 deep dives				
20 min	Gold customer case	Deep Dive 1 Sustainable IT	Deep Dive 2 Data across business areas	Deep Dive 3 Digital competences	Deep Dive 4 Cloud transformation
20 min	Gold customer case				
20 min	Gold customer case				
11:15	Digital Dilemma 2: Speed and data				
11:40	Lunch break				
12:45	Gold partner presentation 4, 5 and 6 and 4 deep dives				
20 min	Gold customer case	Deep Dive 1 Software robots and automation	Deep Dive 2 The digital organisation – Digital Workplace	Deep Dive 3 Artificial Intelligence and Machine Learning	Deep Dive 4 Cyber security
20 min	Gold customer case				
20 min	Gold customer case				
13:45	Digital Dilemma 3: The global marketplace				
14:10	Premium customer case 2				
14:30	C20 keynote				
14:55	Conclusion				



DIGITAL DILEMMA 1: INNOVATION



Everyone wants to be more innovative, more digital and to develop smarter digital services and great products at a faster pace. But rapid development and digital innovation are difficult. Very difficult. Perhaps more so in existing companies full of traditions, processes, silos and fixed working procedures.

This is why companies today are focusing on mastering digital innovation. Because they know that it is the road to new business models, critical digital ecosystems and the opportunity to establish new relations with customers and users.

The challenge is that you are not alone in this pursuit. Cheap cloud technology and the mobile revolution has long since generated new competitors like Uber, Airbnb and Mobilepay. Competitors who build bridges between technology, data, customers, effective processes and new ideas.

However, innovation does not come about without will and management. In this digital dilemma, the three experts will therefore be challenged in three key areas:

- How can you incorporate digital innovation into the company's strategy?
- How do you ensure an innovation culture where customer journey and value creation for the customer are the focal points?
- As a manager, how do you create the space and drive for innovation in a world filled with operational tasks and reporting?

DIGITAL DILEMMA 2: SPEED & DATA



The ability to react quickly to the rapidly-growing markets and to customers and competitors is a key success parameter for your company or organisation.

Whereas 10 or 20 years ago you would have to master a physical production apparatus with long depreciation horizons, today it is about being able to quickly think, analyse and organise yourself in new ways and for new markets.

It requires insight, it requires a clear strategy and it requires the organisation to use technology and data in new contexts without having to wait for the monthly report. At the same time, expectations are often increased internally when the individual business areas need real-time data down to the individual customer.

In this digital dilemma, the three experts will therefore be challenged in three key areas:

- How do you create a flexible and data-driven organisation?
- How do you avoid being buried under a mountain of unstructured data rubbish, but instead find and focus on the important KPIs?
- How do you convince an organisation of the quality and advantages of more effective processes and faster decisions that generate confidence with respect to data?

DIGITAL DILEMMA 3: THE GLOBAL MARKETPLACE



Denmark's economy is small and open – and access to the global markets is entirely critical to the success and growth of Danish companies. It requires a digital platform, suitable services, good products, competitive prices and a focus on business and development.

Traditionally, Danish companies would start in the home market and gradually move out into the world. However, the pattern has changed, and young companies like Tradeshift, Zendesk and Umbraco are often born with a global mindset and for a global market.

However, global ambitions do not come without their own dilemmas, which are derived from and impact the big differences within culture, strategy and digital opportunities from country to country. Dilemmas that Danish companies with digital ambitions have to address.

In this digital dilemma, three experts and business people are therefore challenged in three areas:

- What are the pitfalls of having global digital ambitions? And does it make sense to talk of a global economy?
- What mindset, tools and qualifications are required by the organisation to ensure global success?
- What are the shortcuts to a successful strategy for global digital ambitions?

About the conference elements



Platinum customer case

Together with an interesting customer, you get to speak to all the attendees at the conference. You introduce your presentation with a pitch where you present the issue or dilemma that you have resolved for the customer. You can then enter into a dialogue with the customer, ask them questions, etc. It is possible to book coaching on content and presentation techniques.

Co-organiser

You inform the organisers of a theme that is relevant to the attendees and addresses important pain points in their daily business. After this, you enter the studio to be interviewed on the subject. The interview will be in the form of critical journalism – however, you will have agreed on the principles of the agenda beforehand. It is possible to book coaching on content and presentation techniques.

Gold customer case

Together with an interesting customer, you enter the studio and talk to the group that is not participating in Deep Dives. You introduce your presentation with a pitch where you present the issue or dilemma that you have resolved for the customer. You can then enter into a dialogue with the customer, ask them questions, etc. It is possible to book coaching on content and presentation techniques.

Deep dives, see the next page

Deep dives

Deep Dive (+8 deep dives)

A Deep Dive is a roundtable format that is carried out in a digital conference room which only you and your guests can access for an hour. You will be host to 10-15 potential customers around the table. Here, you will go into depth and discuss a pre-defined subject chosen by you. You open with a pitch of no more than 10 minutes, where you or a customer will formulate your theme. The pitch may not be commercial. It is possible to book coaching on content and presentation techniques.

You select the attendees from the attendee list to be invited to your Deep Dive, and we will try to get them on board. You can also invite potential customers outside the attendee list to participate in your Deep Dive.

Recommended themes for this year's eight Deep Dives

Deep Dive 1: Sustainable IT

Deep Dive 2: Data across business areas

Deep Dive 3: Digital competences

Deep Dive 4: Cloud transformation

Deep Dive 5: Software robots and automation

Deep Dive 6: The digital organisation – Digital Workplace

Deep Dive 7: Artificial Intelligence and Machine Learning

Deep Dive 8: Cyber security

The themes can be discussed from different angles as much as the partners wish. The only requirement we impose is that there is good variation and absolute relevance with the subjects that are submitted.

Deep Dive partnership, 8 Deep Dives

- 1 hour Deep Dive with 10-15 attendees
- Database with contact info for the attendees
- Marketing
- Opportunity to submit the names of 10 profiles to be invited

DKK 45,000

Partner packages

Co-organiser (1)

- Status of co-organiser – without other obligations
- 20 minutes customer case in plenary session plus 5 minutes Q&A with all attendees
- 60 minutes Deep Dive roundtable with subject of your choice, moderated by Computerworld or Danish Chamber of Commerce
- Logo on all marketing materials
- Video or presentation online in the break
- Edited video clip of about 2 minutes from speak
- List with contact info for the attendees
- Evaluations from attendees
- Opportunity to submit the names of 20 profiles to be invited

DKK 150,000

Premium partner (2)


- Speaking time, 15 minutes in plenary session plus 5 minutes Q&A with all attendees
- List with contact info of all attendees
- Marketing
- Video clip of about 2 minutes from speak (cut and edited)
- Evaluations from attendees
- Opportunity to submit the names of 10 profiles to be invited.

DKK 70,000

Gold partnership (6)


- Speaking time, 15 minutes in plenary session plus 5 minutes Q&A with about 150 attendees
- List with the contact info of the attendees that heard your presentation
- List with contact info of all attendees
- Marketing
- Evaluations from attendees
- Opportunity to submit the names of 10 profiles to be invited.

DKK 50,000



Partner packages

- additional options



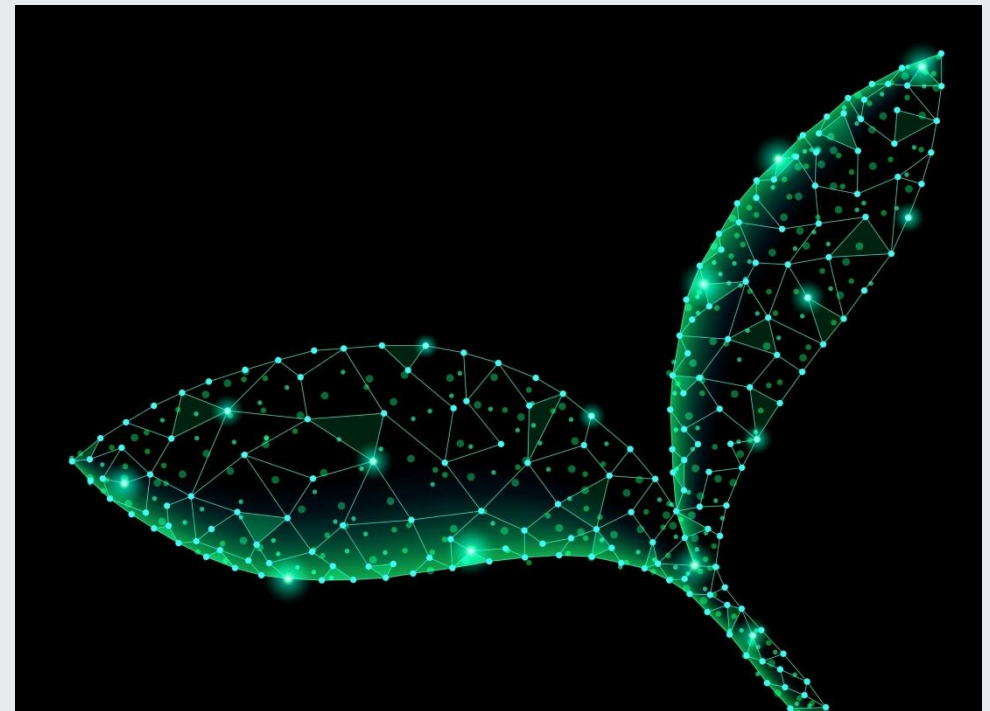
Advertorial for upload to the theme page Digital Growth Insights at Computerworld.dk, including at least 500 views and performance reporting

- We write the article for you (incl. one source) **DKK 25,000**
- You provide the article yourself **DKK 20,000**

Lead generation based on whitepaper

- Our journalist writes a whitepaper for you
incl. a layout of 6-8 pages + 10 leads with contact details **DKK 40,000**
- You provide the whitepaper and receive +20 leads with contact details **DKK 25,000**

Coaching on content and presentation technique – enquire about price





Marketing

The Danish Chamber of Commerce sends out invitations to selected members and to the network of the Danish Chamber of Commerce.

The partners issue invitations to existing and potential customers.

The invitations will be sent to relevant leads in Computerworld's and Reach Media's databases.

The articles on the subjects of the conference are posted on the organisers' LinkedIn pages.

Computerworld sends out targeted invitation emails directly to the target group.

The partners promote the event on their own social media channels.

The Danish Chamber of Commerce and Reach Media promote the conference in a series of news emails.

Banner exposure on cw.dk and businessinsights.dk
Partner logo and event landing page.

Contact

Contact us today to book your place.

