



Cloud Strategy 2021

DIGITAL CONFERENCE
JUNE 2, 2021

COMPUTERWORLD EVENTS

COMPUTERWORLD EVENTS



BACKGROUND

Cloud technology provides access to great benefits in terms of scalability, security, and flexibility - and enables access to the latest technologies.

But which cloud, architecture, and technological strategy fit your organization best?

For many organizations, it makes more sense with a mixed approach, where parts of the company's workload and IT environments are sent in the cloud, while other parts are placed in data centers. At the same time, many organizations use multiple suppliers and technologies to optimize cost and ensure optimal use of available technology.

Cloud Strategy 2021 is an interactive digital conference.

As partner at the digital conference Cloud Strategy 2021, you can present your capabilities and solution, answer questions from the participants – both in the Q&A after your presentation and in the digital deep dive session - all moderated by Computerworld's skilled editors.

The participants are looking forward to hear about:

- The strategic cloud-technology choices that several leading international CIOs
- Benefits and typical pitfall when using hybrid and multi-cloud.
- What international supplier see as the future of could-technology

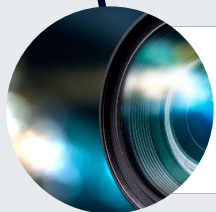


THE DIGITAL SETUP



**It's not streaming
– it's more like a TV channel**

It isn't just about streaming an event – without an audience – but a dynamic live event with the Computerworld's Editor-in-Chief, Lars Jacobsen as host and moderator. We will switch between interviews, discussions, guests in the studio and via webcams etc. to create a dynamic and valuable experience.



**As a partner, you will be able
to access all video content**

All presentations will be made available online after the event.



Leads

The recording of the entire broadcast will be made available to both you and the participants on an open Computerworld page, and we can also send you a file featuring your own presentation.

Technical partner:  **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 – 10.20	BREAK
10.10 – 10.30	Keynote speaker and Q&A
10.30 – 10.50	Partner speech and Q&A
10.50 – 11.10	Partner speech and Q&A
11.10 – 12.20	BREAK and deep dives
12.20 – 12.40	Keynote speaker and Q&A
12.40 – 13.00	Partner speech and Q&A
13.00 – 13.20	Partner speech and Q&A
13.20 – 13.40	Keynote speaker and Q&A
13.40	Wrap up by the Computerworld Editor in Chief



See here in the video what some of our partners have gained from attending Computerworld's digital conferences.

COMPUTERWORLD EVENTS

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.

PRICE DKK 75.000/ EUR 10.000

YOUR PARTNER PACKAGE:

- 20-minute speech incl. Q&A.
- 15-minute deep dive session during the break, where you can go in depth with a short presentation and answer several questions from the participants.
- 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.
- 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

THE PARTICIPANTS

WHAT FORMER PARTICIPANTS SAY ABOUT THE CONFERENCE:

- **86 %** of the former participants had a **very good or good overall impression** of the conference.
- **74 %** of the former participants thought that the conference **had a very high or high professional level**.
- **35 %** of the former participants are **considering using at least one of the partners** from the conference.

"Very interesting and many good points."

"Really inspiring"

"Content and topics suited me and were very relevant"

We expect approx. 200-250 participants from the Nordic countries

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)
- You supply the article yourselves

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
- You supply the whitepaper and get +20 leads with contact details

**Contact us
for a quote**

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

Posts on Facebook and LinkedIn

Partner promotion package

CONTACT



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



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



Jesper Holm
Account Manager
E-mail: jeh@cw.dk
Tel: +45 77 300 271

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