Impressions from Digital Vækst 2021

In January 2021, we hosted 165 knowledge-hungry participants in the virtual format of Digital Vækst 2021. The participants got inspiration, debated and dived down into specific solution areas and strategic choices related to the digital transformation. Here are some excerpts of the feedback we received:

- Really great sessions - good cases. A great format with break-outs from three speakers.
- Amazing event, knowledgeable speakers and interesting talks.
- Super-dedicated team that organised the presentations. Also a really great choice of speakers who covered topics at a very decent level.
- Excellent communicators, and I was able to apply the points they shared into practice.
- Really interesting angles on approaches to innovation for start-ups as well as established companies. It gives me hope for Denmark's future competitiveness.
- Super relevant with great inputs.
- Excellent overview and in-depth.
- Really great.
- Really interesting and lots of useful information.
- Awesome presentation - a thumbs up from me!

Here is the video from last year's "Digtal Vækst" conference, which was held virtually.

Overall rating of the conference	**4.3 out of 5**
The conference's informational content	**4.3 out of 5**
Did the conference meet your expectations?	**4.8 out of 5**
Do you intend to join the 2022 conference?	**4.7 out of 5**

Digital Growth 2022

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Why Digital Vækst 2022 is on the agenda

On the top of the podium in 2022 are the companies and organisations that have succeeded in digital experimentation and making digitalisation a dynamic foundation of their business strategy. The recipe is to effectively and systematically massage digitalisation into existing business processes to create new digital platforms from which those processes can evolve into innovative directions and unfold in entirely new ways.

Processes. Automation. Competences. Today, companies and producers are pulling out all the stops in the name of digitalisation.

At this year's Digital Growth 2022 conference, private and public enterprises can get inspiration on how to further refine their 2022 digital strategies.

And that's where you come in.

A distinguished list of partners such as you make up the digital standard bearers at Digital Growth 2022, where our focus is on three themes: The **Organisation**, the **Business** and **Data**. From the stage and in the discussion rooms, you can present your views on how the participants can build a foundation for sustained digital growth and success on the basis of those three pillars.

As a partner at Digital Growth 2022, you get to assume the role of an expert. From the stage or in breakout sessions, you present how your company in particular helps your clients handle new and emerging digital challenges and opportunities. Over the course of the day, you will have a unique opportunity to navigate through a cross-section of users, clients and partners, sharing your unique knowledge (as well as examples) of how your digital solutions contribute to boosting growth in Danish companies and organisations.

The goal of Digital Growth 2022 is for partners and participants to learn from each other and exchange knowledge to the greatest extent possible. After all, it is only through sharing our successes and mistakes that we can reach a level where we can help drive digital growth.

At Digital Growth 2022, we present Danish companies' organisation, business and data and demonstrate what the technology partners can bring to the table. Welcome as a partner at Digital Growth 2022.

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

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The conference concept

The **target audience** for the conference includes CEOs, chief digital officers, digitalisation heads, business developers, financial controllers, heads of IT, heads of IT security and compliance, sponsors of digital software and digital project managers.

With the easing of Covid-19 restrictions, we are returning to the physical format and holding the Digital Growth conference in Børssalen, the same venue as last year.

The event is restricted to 200 people. During deep dives, there will be around 150 people in the room. Individual deep dives will be restricted to around 15 persons to ensure a good dialogue across the table. As a partner, you will receive contact data on all the participants and e-mailing permission.

The conference will be jam-packed with skilled digital managers and front-line workers from Denmark and abroad. They have one task: To inspire the conference participants to make the right business, technological and strategic choices in 2022 with a view to ensuring digital growth in private and public enterprises.

As a partner, you help ensure focus on the ideas, examples and good digital experiences and to present them in a way that the participants prefer: free of commercial noise, but full of real, useful knowledge and inspiration. We received a lot of positive feedback from the 2021 digital conferences, but some participants felt that certain presentations were too commercial. **We would therefore strongly encourage you to save the marketing pitch for the first client meeting. This conference is intended to focus on you presenting success cases and inspiring the participants. If you do it well, you will automatically become the first choice when the participants start making purchasing decisions!**

Digital Growth 2022 is organised by the Danish Chamber of Commerce, Business Insights and Computerworld. The conference is free for participants. As a partner, you are welcome to provide the names of 10 individuals that you would like us to make an extra effort to recruit for the conference.

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Programme

Time	Session	Deep Dive 1	Deep Dive 2	Deep Dive 3	Deep Dive 4
9:00	**Welcome – Lars Jacobsen, Computerworld**				
09:10	**Keynote**				
09:30	**Platinum customer case 1**				
9:50	**Digital Dilemma 1: ORGANISATION**				
10:25	**Break**				
10:40					
20 min	Gold customer case (partner)	**Deep Dive 1** Compliance (GDPR)	**Deep Dive 2** Data	**Deep Dive 3** Digital competences	**Deep Dive 4** Cloud transformation
20 min	Gold customer case (partner)				
20 min	Gold customer case (partner)				
11:40	**Digital Dilemma 2: BUSINESS**				
12:15	**Lunch break**				
13:00					
20 min	Gold customer case	**Deep Dive 1** Automation	**Deep Dive 2** Digital Workplace	**Deep Dive 3** New technologies	**Deep Dive 4** Cyber security
20 min	Gold customer case				
20 min	Gold customer case				
14:00	**Digital Dilemma 3: DATA**				
14:35	**Premium customer case 2**				
14:55	**C20 keynote**				
15:15	**Conclusion**				

DIGITAL DILEMMA 1: ORGANISATION

What organisational approach should you take to ensure digital success?

Companies with their eyes set on tomorrow's competition factors are in constant motion. Their goal is to find a structure that can serve as a launchpad for digital growth; *strong* enough to anchor new digital solutions and projects on the one hand, while also being *flexible* enough to adapt to changes in customer demands. Some organisations are burdened by years of tradition, processes, silos and fixed workflows. Others are leaping in every direction at once, trying to find their way in the digital jungle.

So, what is the recipe for driving and anchoring innovation that creates real (i.e. measurable) results? What are the right choices, or what is the ideal recipe?

At the conference's first digital dilemma, we invite three experts to the stage to present their views on how organisations should restructure if their goal is to grow through digitalisation.

- What are the pros and cons of defining and driving digital growth in-house?

- Can you delegate core working areas such as innovation and digitalisation to agencies and consultants?

- What are the dos and don'ts in both scenarios?

Moderator: Lars Jakobsen, chief editor, Computerworld:

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DIGITAL DILEMMA 2: BUSINESS

How do you create digital business development and innovation?

There's a lot going on in the digital duckpond these days. Innovation and business garages are popping up as new growth hubs. Business and innovation are purpose-driven, and new terms such as softwarezation and servicezation are becoming adopted into the digital business language. What does development and innovation look like among the top players?

In the conference's second digital dilemma, we invite three experts on stage to present their views on how to create digital business development and innovation.

- What are great examples of digital business development?

- What is the secret behind the many new growth hubs, and how are they creating results?

- What are the do's and don'ts for companies focusing on digital business development and innovation?

Moderator: Lars Jakobsen, chief editor, Computerworld:

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DIGITAL DILEMMA 3: DATA

How do you work with data-driven and real-time business?

Today, products, solutions and services are reaching new heights when backed by smart data that the business can use. And success is only possible once teams across the organisation know how to use data and how different sets of data relate to other sets.

Growing amounts of data have also led to a greater need for security, and not least, GDPR considerations. How do you go about tackling these issues as a whole?

In the conference's third digital dilemma, we invite three experts to the stage to share their insights into how they work with data-driven and real-time business.

- How do they work in practice with translating data into marketing and product choices?

- What are the best examples of transforming a business into real-time?

- What are the pitfalls in relation to collecting and using data?

- And how do we manage data in relation to cyber security and the GDPR?

Moderator: Lars Jakobsen, chief editor, Computerworld:

About the conference elements

Premium customer case (2 available)

You invite an interesting client on stage and present an inspiring case to all the conference participants. The 20-minute presentation can be held in a variety of ways. You can start by providing a brief overview of the case, handing it over to the client and stepping in at the end to round off the case. Alternatively, you can hold the presentation as a dialogue between you and the client. A third option is to allow the client to hold the presentation on their own and deliver their pitch.

The presentation should not be commercial.

Gold customer case (6 available)

Identical to the "Platinum customer case", except that you will have a slightly smaller number of participants present, as three groups will be engaged in Deep Dives.

The presentation should not be commercial.

Deep Dive (6 available)

A Deep Dive is a roundtable discussion on a specific theme held in a small room in Copenhagen's old stock exchange, Børsen. You will host a discussion for 10-15 participants, all of whom have specifically chosen to listen in on your theme. A Deep Dive starts with a pitch (not exceeding 5 minutes) where either you or your client introduces the participants to your theme, followed by a discussion. Deep Dives are moderated by an external moderator. **The pitch and the questions you have prepared should not be commercial.**

The participants sign up for your Deep Dive on their own. You can also provide a list of names that you would like us to invite and attempt to get to join your Deep Dive. You can also invite potential customers outside the list of participants to participate in your Deep Dive.

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Partner packages

Diamond partner
(co-organiser - 1 available)

- Status of co-organiser – without other obligations
- 20-minute presentation/customer case in a general discussion, including Q&A in front of all participants
- 60 minutes Deep Dive roundtable with subjects of your choosing, moderated by Computerworld
- Logo on all marketing materials
- Video or presentation online in the break
- List with contact info for the participants
- Evaluations from participants
- Opportunity to submit the names of 20 individuals to be invited by the conference organisers

DKK 110,000

Premium partner
(1-2 available)

- 20-minute presentation/customer case in front of all participants
- List with contact info of all participants
- Marketing
- Evaluations from participants
- Opportunity to submit the names of 10 profiles to be invited

DKK 70,000

Gold partner
(6 available)

- 20-minute presentation/customer case in front of approximately 100 participants
- List with the contact info of the participants that heard your presentation
- List with contact info of all participants
- Marketing
- Evaluations from participants
- Opportunity to submit the names of 10 profiles to be invited.

DKK 50,000

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Deep Dive partnership (6 available)

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

DKK 35,000

Recommended themes for this year's predetermined eight Deep Dives

Deep Dive 1: Compliance

Deep Dive 2: Data

Deep Dive 3: Digital competences

Deep Dive 4: Cloud transformation

Deep Dive 5: Automation

Deep Dive 6: Digital Workplace

Deep Dive 7: New technologies

Deep Dive 8: Cyber security

The themes can be adjusted to the extent desired by the partners. The only requirement is for a good amount of variation and relevancy in the subjects registered. Additional Deep Dives can be added it you have a great theme that can inspire the target audience.

Design your own partner package

It is possible to combine Premium and Gold presentations as well as Deep Dives exactly to your preferences.

Contact us for an offer on the combination that suits you best.

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 15,000**

Lead generation based on whitepaper

- Our journalist composes a whitepaper for you, including a 6-8 page layout + 20 leads with contact details **DKK 45,000**
- You provide the whitepaper and receive 20+ leads with contact details **DKK 25,000**

Coaching on content and presentation technique – enquire about price
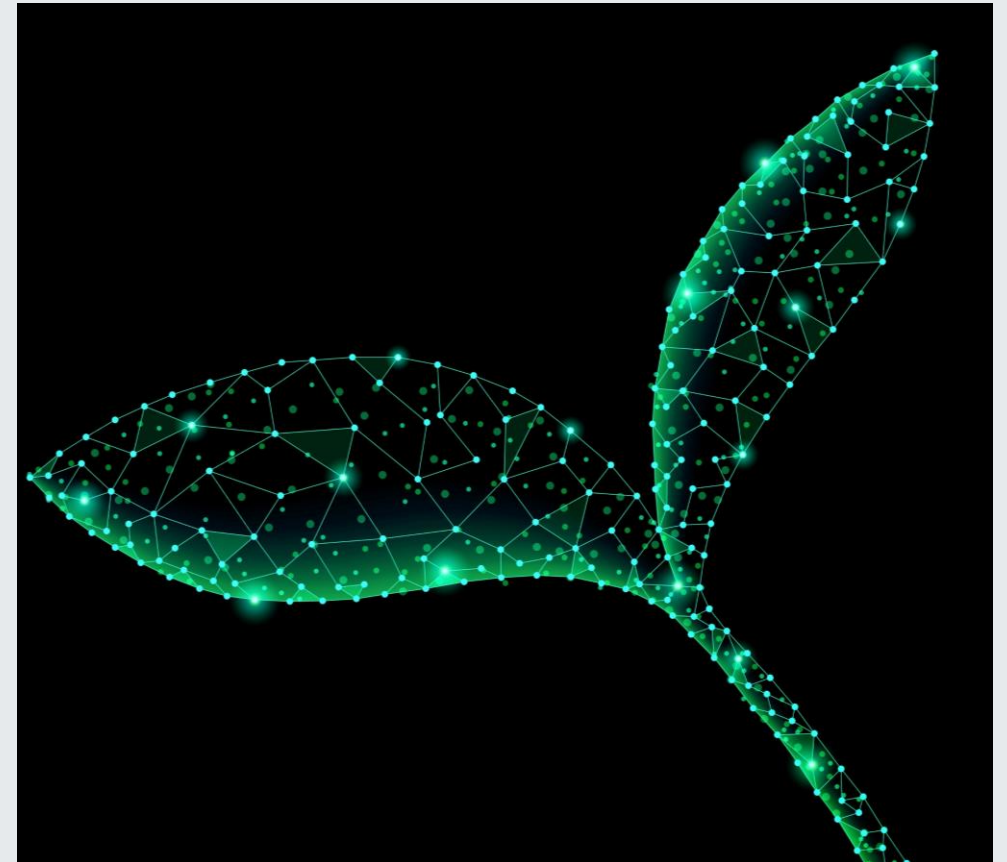
Marketing

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

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

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

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

The partners issue invitations to existing and potential customers.

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

The partners promote the event on their own SoMe channels

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

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