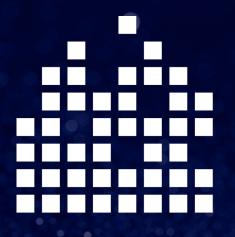Tuesday May 17 2022

Time: 09.00 – 15.30

Physical conference

Copenhagen

COMPUTERWORLD
SUMMIT 2022

COMPUTERWORLD SUMMIT 2022

With Computerworld Summit 2022 in May we introduce a new conference concept, where we place our partners in the role of experts and make sure that the participants' questions on current IT problems are answered. The program therefor focuses on interactive debates, concrete experience and ultimately obvious keynotes, who tie up the day.

THE THEMES FOR SUMMIT 2022 ARE:

Digitalization, automation, and artificial intelligence can revolutionize processes and whole companies – for those who produce it as well as the competitors and collaborators, who are struck by it. However, which advantages can the new technologies and systems deliver? How can you use these technologies to replace or better existing processes? And can you let employees, who are not skilled in code, set up new functions to keep at pace with your business' requirements?

Data and compliance where we focus on the modern regulation and data and equip you to take on a more complicated future and reveal what areas the new regulation will affect. Can you get by without the American cloud services? And what are the scopes of the future regulation?

Strategic cloud, data center and infrastructure are all part of the big decision many grapple with. Because regardless if you chose cloud first, standard solutions, full throttle on API development or a whole-hearted bet on hosting with partners – your choice defines your it strategy. So, what are the great cloud companies working on right now? And what are the most important trends in infrastructure?

NEW AT SUMMIT 2022

As a novelty we have added 'debates' as part of the program on Summit.

This means, that you, as partner on the conference will have an active expert role on stage along with two other experts.

The goal with having a debate, is to activate the participants on the day through relevant questions, which you will be part of defining before the conference.

The debate is facilitated by a Computerworld editor, and participants will answer the questions concerned via an online tool, that will enable you to receive their feedback in real-time.

PARTICIPANTS
AT COMPUTERWORLD SUMMIT 2022

We expect 300 IT professionals to participate on the conference.

Who are the participants?
As partner you will meet employees from big as well as medium-sized and small businesses and organizations – and within the private as well as the public sectors.

What titles do the participants hold?

In 2021 the 5 most frequent job titles amongst participants at the Computerworld Summit were:
- CIO / IT Manager / IT Director
- CEO
- Development Manager
- Project Leader / Project Manager
- CTO/ CDO

Here is a small selection of companies, who participated in 2021:

Novo Nordisk, Ase, Nilfisk, Fødevarestyrelsen, FLSmidth, CA A-kasse, Rigspolitiet, Forsvaret – Koncern IT, Faxe Kommune, Nordea, Finansministeriet, Coloplast, DSB, Novozymes, Alexandra Instituttet, Københavns Kommune, Hofor, A.P. Møller Mærsk, BDO, Lakrids by Bülow, TDC, Alm. Brand, Postnord, Carlsberg, PFA, DR, Jysk, Vejdirektoratet, Egmont, Dragør kommune, and more.

PROGRAM

Time	Plenum	Track: Digitization, AI and automation	Track: Data & Compliance	Track: Cloud, infrastructure and data centers
09:00-09:05	Welcome			
09:10-09:35	Keynote			
09:35-10:00	Partner - co-arranger			
10:05-10:25	Partner - co-arranger			
10:25-10:50	**Break / exhibition**			
10:50-11:15		Partner	Partner	Partner
11:15-11:40		Partner	Partner	Partner
11:40-12:05		Keynote	Keynote	Keynote
12:05-12:25		**Debate**: 2 x partners & keynote are on stage together, participants are involved through debate at tables.	**Debate**: 2 x partners & keynote are on stage together, participants are involved through debate at tables.	**Debate**: 2 x partners & keynote are on stage together, participants are involved through debate at tables.
12:25-13:15	**Lunch**			
13:15-13:40		Partner	Partner	Partner
13:40-14:05		Partner	Partner	Partner
14:05-14:30		Keynote	Keynote	Keynote
14:30-14:50		**Debate**: 2 x partners & keynote are on stage together, participants are involved through debate at tables.	**Debate**: 2 x partners & keynote are on stage together, participants are involved through debate at tables.	**Debate**: 2 x partners & keynote are on stage together, participants are involved through debate at tables.
14:50-14:55	**Break**			
14:55-15:20	Keynote			
15:20-15:30	Wrap up			

BECOME SPEECH TIME PARTNER IN TRACKS

Invest in a partner package with speech time in tracks, then you have a foot in the door and have started a dialogue with the IT professionals of Denmark. The partnership includes:

- 25 minutes speech time in tracks
- Sparring about presentation with an IT journalist to ensure the best possible end product
- List of participants with e-mail permission for all, who heard your presentation, as well as the complete list of participants
- Marketing in relation with recruitment for the conference
- Exhibition in the networking area

We recommend that you present potential customers to your solution from a user perspective by including one of your exisiting customers, who the IT decisionmakers in the room will be able to identify with: How were the challenges solved? What works? Why choose this particular product?

Expected number of participants: 80-120

PARTNER POSSIBILITIES
AT COMPUTERWORLD SUMMIT 2022

Speech time partner

- 25 minutes speech time, preferably with a customer case, presented by the customer
- Participation in debate, with involvement of participants
- 6 m2 booth in the networking area incl. Café table, power and Wi-Fi
- Leads – all contact details for participants
- List of participants on your presentation*
- 3 participants from your organisation on the conference
- Logo on the website
- Company presentation on the website

Price DKK 65,000

Co-organizer

- Plenum speech time 25 minutes
- Influence on the list of participants
- Large booth with the possibilities of bringing a supplier along
- Leads – all contact details for participants
- 20.000 banner exposures on Computerworld's media
- Hand out of brochres, flyers etc. On chairs for all participants
- The possibility to send out material to participants before and after the event
- Status of co-organizer in all marketing material
- 8 participants from your organization

Price DKK 150,000

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* All participants are scanned via a chip in their name tag

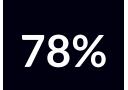# WHAT PARTICIPANTS AT COMPUTERWORLD SUMMIT 2021 HAVE SAID:

91% *Had a very good or good overall impression of the conference*

87% *Estimated that the content was excellent or good*

47% *Considered using one or more of the suppliers, that they met at the conference*

78% *Are reckoning they will come back at next year's conference*

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SUMMIT 2022

EXPOSURE OF COMPUTERWORLD SUMMIT 2022

Marketing

Computerworld Summit is by far Computerworld's largest and most exposed event. The marketing is massive in the months leading up to the event – we want to make sure, that participants know that this is a conference they cannot miss.

Here you can see which platforms we use:

- **Banner advertisements** on Computerworld.dk
- **Newsletters** we send newsletters with banners to more than 23.000 recipients daily
- **E-mail invitations** we send several invitations by e-mail to our database of more than 30.000 IT professionals
- **Computerworld Magazine** is published as 11 printed editions in 2021
- **LinkedIn marketing**
- **Partner marketing** You will receive material for using in your newsletters, on social media and your website

CONTACT US TODAY FOR MORE IN DEPTH INFORMATION

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