Thursday 17 January 2023

PHYSICAL CONFERENCE IN BØRSSALEN, COPENHAGEN

# Digital Growth 2023

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**Become a partner** at this year's most inspiring conference on the issues that will take Denmark even further this decade.

# Why Digital Growth 2023 is on the agenda

**We know that the successful companies of the future are digital.** This applies to the small start-up created with a digital business model. And this is just as true for the traditional company, which needs to transform its way of doing business. However, how do these new companies build their digital DNA? And how do traditional businesses acquire a true digital identity?

**We also know that digitisation has moved out of the IT department and spread to the rest of the company.** This is generally a good thing, as it increases the chances of the digital transformation succeeding. And the fact is that successful digitisation can ultimately make the difference between the *'ordinary' and the 'extraordinary'.*

**Finally, we know that the development of technologies is drastically changing the possibilities and organisational structures of the companies.** The open question is how do companies manage the rapid change in the organisation? What are their strategic points of reference? And who has the examples to be followed?

Together, we will find the answers at Digital Growth 2023 in Børssalen on 17 January 2023.

As a partner at Digital Growth 2023, you take on the role of expert. From the stage or in breakout sessions, you will present how your company helps your clients handle new digital challenges and the constantly emerging 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 2023 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 2023, we present the organisation, business and data of Danish companies and demonstrate what the technology partners can bring to the table. Welcome as a partner at Digital Growth 2023.**

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# The conference concept

The **target audience** for the conference includes CEOs, Chief Digital Officers, digitisation heads, business developers, financial controllers, heads of IT, heads of IT security and compliance, sponsors of digital software and digital project managers.

The event is restricted to 200 people. During Deep Dives, there will be around 100-150 people in the room. Individual Deep Dives will be restricted to around 15-20 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 knowledgeable 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 decisions in 2023 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 experience 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 very positive feedback on Digital Growth 2022, but did get a few comments that some 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 successful 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 Vækst 2023 is organised by the Danish Chamber of Commerce and Computerworld. Attendance at the conference is free.

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# Programme

| Time | Session | | |
|---|---|---|---|
| 09.00 | Welcome – Lars Jacobsen, Computerworld | | |
| 09:05 | Casper Klynge, Danish Chamber of Commerce | | |
| 09.20 | Keynote | | |
| 09:50 | Break | | |
| 10:05 | Platinum Partner | | |
| 10.35 | Digital Dilemma 1: Digital business models | | |
| 11:05 | Break | | |
| 11.25 | | | |
| 25 min | Gold Partner | Deep Dive | Deep Dive |
| 25 min | Gold Partner | | |
| 12:15 | Lunch break | | |
| 13:00 | Platinum Partner | | |
| 13.30 | Digital Dilemma 2: Digital success and the human factor | | |
| 14:00 | Break | | |
| 14:20 | | | |
| 25 min | Gold Partner | Deep Dive | Deep Dive |
| 25 min | Gold Partner | | |
| 15:10 | Break | | |
| 15.30 | Keynote | | |
| 16:00 | Closing remarks | | |
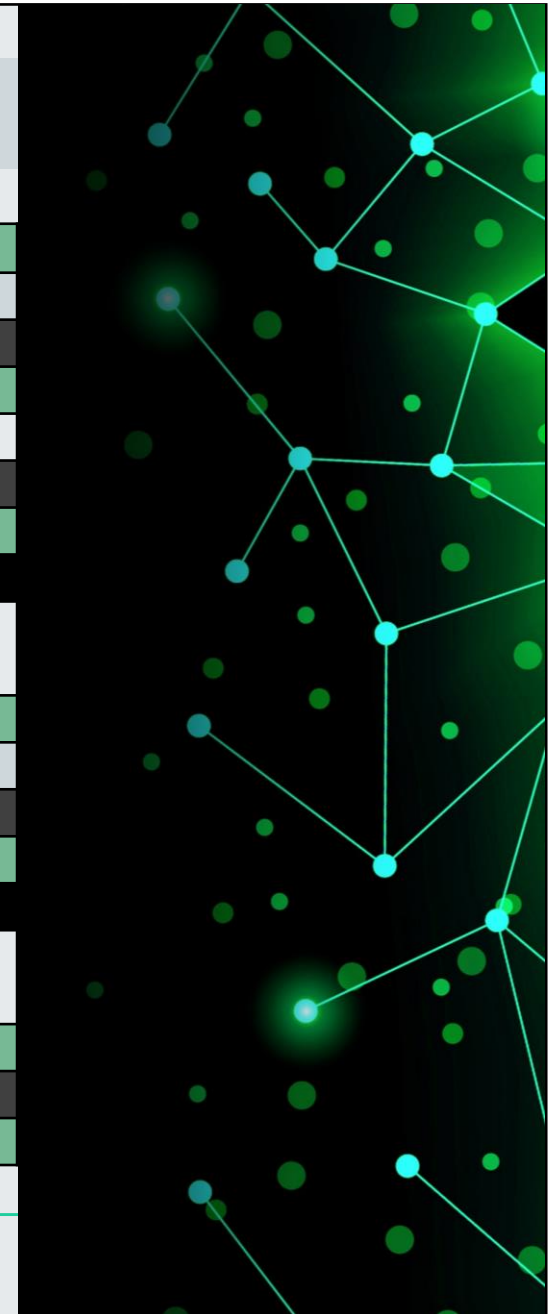
# Impressions from Digital Growth 2022

In March 2022, we hosted Digital Growth 2022 for 150 knowledge-seeking participants. The participants got inspiration, debated and dived 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 with three speakers.
- Amazing event, knowledgeable speakers and interesting talks.
- It was a great conference, inspiring professional speakers. Good food, we had everything we could wish for.
- The topic was great, interesting participants.
- Really exciting conference with great speakers and a good presentation.
- Relevant and thought-provoking presentations.
- Highly relevant and interesting speakers.
- Very nice event and highly relevant. Really good speakers.
- Super-dedicated team that organised the presentations. Also a really great choice of speakers who covered topics at a very good level.
- Excellent communicators, and I was able to apply the points they shared into practice.
- Excellent overview and in-depth presentations.
- Really interesting and lots of useful information.
- Awesome presentation – a thumbs up from me!

| | |
|---|---|
| **Overall rating of the conference** | **4.1 out of 5** |
| **The informational content of the conference** | **4.1 out of 5** |
| **Did the conference meet your expectations?** | **4.0 out of 5** |
| **Do you intend to join the 2023 conference?** | **4.7 out of 5** |

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# Digital Dilemmas

Digital Dilemmas focuses on the milestones in the digital transformation. In Digital Dilemmas, we give a number of digital frontrunners five minutes each to deliver their best pitch, challenge conference participants with topical dilemmas and take questions from the floor – also digitally.

The discussion will be moderated by Computerworld's Editor-in-Chief, Lars Jacobsen.

## 1. Digital business models

Essential new digital business models and global digital platforms are constantly evolving. The conference will inspire your choices as two sharp digital profiles come together to give their individual take on modern, global digital business.

## 2. Digital success and the human factor

Danish companies are creating innovation labs, in-house digital departments and CDO positions on a large scale. But what is the experience? We invite two digital-savvy people to discuss how they have organised themselves to become successful in their (often quite analogue) businesses in order to get the best out of digital talent.

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# About the conference elements

**Platinum Partner (2)**

You invite an interesting client on stage and present an inspiring case to all the conference participants. The 30-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 Partner (4)**

Identical to 'Platinum Partner', only 25 minutes and at the same time you face a slightly smaller crowd as two groups will have gone to Deep Dives sessions. **The presentation should not be commercial.**

**Deep Dive Partner (4)**

A Deep Dive is a roundtable discussion on a specific topic held in a small room in Copenhagen's old stock exchange, Børsen. You will host a discussion for 15-20 participants, all of whom have specifically chosen to listen in on your topic. A Deep Dive starts with a short pitch where either you or your client introduces the participants to your topic, followed by a discussion. Deep Dives are moderated by an external moderator from Computerworld or the Danish Chamber of Commerce.

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.

**The pitch and the questions you have prepared should not be commercial.**

# Partner packages

## Platinum partner (2)

- Status as co-organiser – without other obligations
- 30-minute presentation/client case in plenum incl. Q&A in front of all participants
- Logo on all marketing materials
- List with contact info of all participants
- Marketing
- Evaluations from participants
- Opportunity to submit the names of 20 individuals to be invited by the conference organisers
- Incl. 5 internal participants at the conference
- Distribution of materials to participants

**DKK 100,000**

## Gold partner (4)

- 25-minute presentation/client case for participants in plenum (without Deep Dive participants)
- List with contact info of all participants
- Marketing
- Evaluations from participants
- Opportunity to submit the names of 10 individuals to be invited by the conference organisers
- Incl. 3 internal participants at the conference

**DKK 70,000**

## Deep Dive partner (4)

- 50-minute Deep Dive with 15-20 participants
- External moderator from Computerworld or the Danish Chamber of Commerce
- List with contact info of all participants
- Marketing
- Evaluations from participants
- Opportunity to submit the names of 10 individuals to be invited by the conference organisers
- Incl. 3 internal participants at the conference

**DKK 70,000**

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# Marketing

**We will promote the conference through various channels. Below is an excerpt from the marketing.**

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

- Invitations are sent to relevant leads in the Computerworld database.

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

- The Danish Chamber of Commerce and Computerworld promote the conference in a series of newsletter emails.

- The partners send out invitations to existing and potential customers.

- The articles on the topics 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

- partner logo and event landing page.

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