

DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach
to Data Governance

9 November 2022

ONLINE EVENT

Sponsorship Brochure

CONTACT

Anne-Lise Simon,
anne-lise.simon@forum-europe.com,
+44 (0) 2920 783 028

www.dataeconomy-conference.eu

#DataEcon22

2016 - 84% DDS - 734
2017 - 89% DDS - 785
2018 - 95% DDS - 872

FR - 82 - 128, 389, 1129, 8923
N - 8952 - 4621 - 0028 - 9873
PAS, 23 - 8879 - 2981

8894 - 9842 GH - C
9871 - BR - I - 3098 - 2965 - U
UA - PRO - NI - 3349 - 0023

DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach to Data Governance

9 November 2022

ONLINE EVENT

Contents

- P 3 Introduction
- P 4 Previous Speakers
- P 5 Previous Sponsors & Statistics
- P 6 Sponsorship Packages - Platinum
- P 7 Sponsorship Packages - Gold

PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event. If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximizing your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organization.

DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach to Data Governance

9 November 2022

ONLINE EVENT

Introduction

While the potential of data as a driver for economic growth, innovation, productivity, and competitiveness is well recognised, data generation, access, and sharing remain stunted in Europe, and work remains to unleash the full potential of data-enabled technologies and services. Legal and technical issues combined with a lack of trust, create barriers to data sharing within and across sectors in Europe, undermining the digital transformation of industries and the public sector, as well as hindering the deployment of disruptive, data-powered technologies, such as Artificial Intelligence. To tackle these issues, major interlinked regulatory initiatives have emerged at EU level focussed on data availability, quality, usability, governance, sharing, and interoperability, and the associated necessary supporting infrastructure. This conference will explore the extent to which these policy initiatives (The Data Act, The Data Governance Act, rules to create Common Data Spaces) US egbbad the development of innovative business services and solutions to address the underutilisation of data at EU level. Highlighting the possibilities and the existing constraints of data sharing, it will discuss what more is needed at both regulatory and practical levels to meet the data governance and sovereignty requirements necessary to stimulate a thriving, fair and competitive single market for data that is developed with European values at its heart, while supporting the digital transformation of Europe in line with the 2030 Digital Decade ambitions.



Why sponsor the The 4th Annual European Data Economy Conference?

- **Exclusive speaking positions** | Your organisation can contribute to the discussion
- **Engaging and Interactive format** | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.
- **EU and global outreach** | Convey your message to a broad and international audience
- **Visibility Opportunities** | Ensure maximum visibility through branding on the event website and marketing activities
- **Exhibition and demos area** | Showcase your products and solutions or share a position paper with the audience

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher-end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

ForumEurope

Anne-Lise Simon,
anne-lise.simon@forum-europe.com,
+44 (0) 2920 783 028

www.dataeconomy-conference.eu

#DataEcon22

DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach to Data Governance

9 November 2022

ONLINE EVENT

Previous speakers

Past speakers at Forum Europe events on Data and Tech issues have included:



Thierry Breton
Commissioner for Internal Market,
European Commission



Mariya Gabriel
European Commissioner for
Innovation and Youth,
European Commission



Alexander De Croo
Deputy Prime Minister
and Minister for the Digital Agenda,
Belgium



Karel Havlicek
Deputy Prime Minister
and Minister of Industry and Trade,
Czech Republic



Cédric O
Secretary of State for the Digital Transition
and Electronic Communications,
Republic of France



Dorothee Bär
Minister of State for Digitalisation,
Federal Chancellor,
Federal Republic of Germany



Pedro Siza Vieira
Minister of State for the Economy
and the Digital Transition,
Portugal



Carme Artigas
Secretary of State
for Digitalization and AI,
Government of Spain



Roberto Viola
Director General,
DG CONNECT,
European Commission



Gertrud Ingestad
Director-General, DG DIGIT,
European Commission



Marten Kaveats
Chief Innovation Officer,
Government Office of Estonia



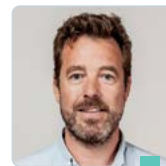
Reinhard Posch
Chief Information Officer,
Austrian Federal Government



Maria Rautavirta
Director,
Data Business Unit at Data
Department, Ministry of Transport and
Communications,
Finland



Theo Blackwell
Chief Digital Officer
for the Mayor of London



Michael Donaldson
Chief Technology Officer,
City of Barcelona



Yvo Volman
Director,
Data, DG CONNECT,
European Commission



Lucilla Soli
Director of Artificial Intelligence and
Digital Industry, DG CONNECT
European Commission



Pearse O'Donohue
Director,
Future Networks, DG CONNECT,
European Commission



Dragoş Tudorache
MEP, Chair of the AIDA Committee,
European Parliament



Eva Maydell
MEP,
European Parliament



Miapetra Kumpula Natri
MEP,
European Parliament



Pilar del Castillo Vera
MEP,
European Parliament



Brando Benifei
MEP,
European Parliament



Prof. Dr. Boris Otto
Member of the Interim Management
Team and Acting Interim CTO,
GAIA-X Project



Meriem Riadi
Group Chief Digital Officer,
Suez

*Positions and organisations at time of contribution

DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach to Data Governance

9 November 2022

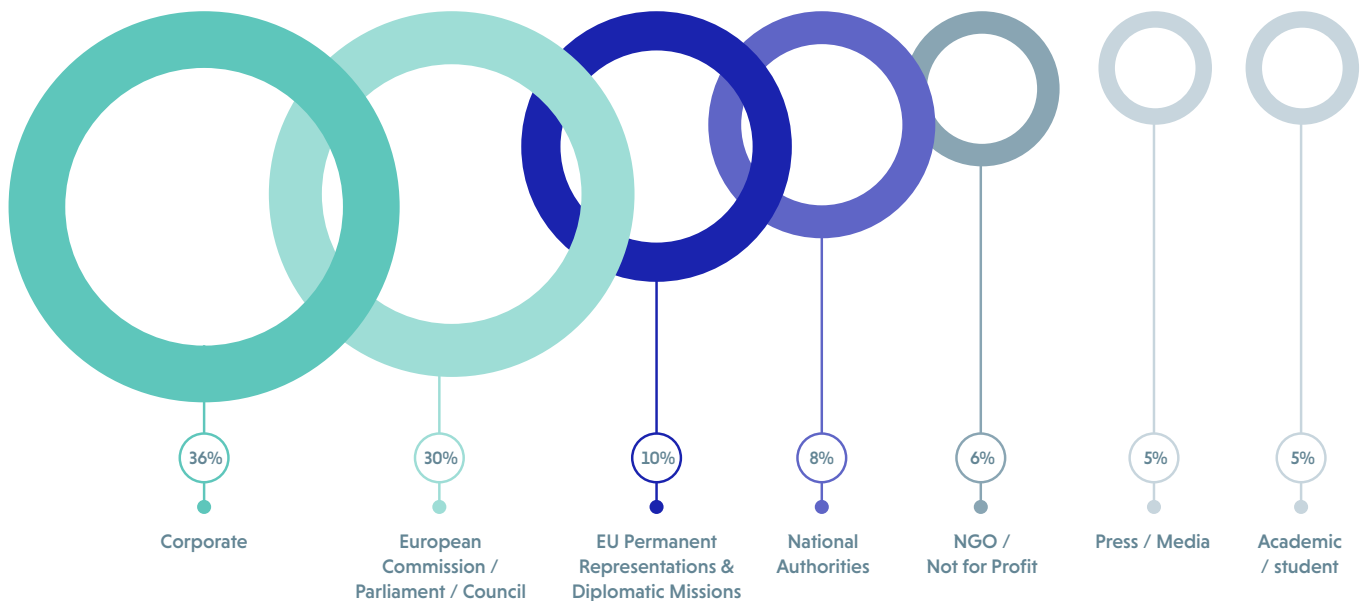
ONLINE EVENT

Previous Sponsors & Statistics

Previous sponsors at Forum Europe events have included:



Typical demographic of an audience at a Forum Europe event



DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach to Data Governance

9 November 2022

ONLINE EVENT

Sponsorship Packages - Platinum

Platinum Package

€12,000

- › Guaranteed speaking position for a company representative during one of the sessions
- › Opportunity to offer an additional speaking position to a customer / partner company during one of the sessions
- › Named as Platinum level sponsor, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page, (along with company description and web link)
 - All marketing emails
 - In the 'reception' area / home page of the main event platform
 - In the 'stage' area - on backdrop between sessions and prior to the start of panels; on presentation slide used during welcome and introduction for each session
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- › Opportunity to provide discussion / position paper to be sent to all registered attendees before the event as background information' on the topics to be covered;
- › Opportunity to host a 'virtual' exhibition booth, where you can showcase pre-recorded content; display links to promotional materials, websites and social media pages; and include company description, branding and information;
- › A private virtual meeting room can be set up on your behalf on the event platform for you to use to hold either private one-to-one or group video meetings. An attendee list will be sent to you in advance of the event to enable you to select those people who you would like to set up meetings with and to start pre-arranging those.
- › Personal introductions can be made by the Forum Europe team to up to 10 attendees to assist with this and to help with setting up meetings;

DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach to Data Governance

9 November 2022

ONLINE EVENT

Sponsorship Packages - Gold

Gold Package

€10,000

- Guaranteed speaking position for a company representative during one of the sessions
- Named as Gold level sponsor, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page, (along with company description and web link)
 - All marketing emails
 - In the 'reception' area / home page of the main event platform
 - In the 'stage' area - on backdrop between sessions and prior to the start of panels; on presentation slide used during welcome and introduction for each session
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- Opportunity to provide discussion / position paper to be sent to all registered attendees before the event as 'background information' on the topics to be covered;
- Opportunity to host a 'virtual' exhibition booth, where you can showcase pre-recorded content or host a live video chat / interview with team members (and can switch between the 2 during the event); display links to promotional materials, websites and social media pages; and include company description, branding and information;