

TECHSUMMIT

B R U S S E L S

The Tech Summit is the new name for the event formerly known as the Digital Festival.

7th June 2018 (including a VIP pre-event reception at the Microsoft Innovation Centre on 6th June)

The BluePoint, Brussels

CO-HOSTS

 **accenture**



Microsoft

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TECHSUMMIT

BRUSSELS

MISSION

The Tech Summit has as its mission the advancement of our understanding of the future role of technology in society and how people, technology and policy will interact over time.

The event is open for all and free to attend.

 **accenture**

 **Microsoft**

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FORMAT

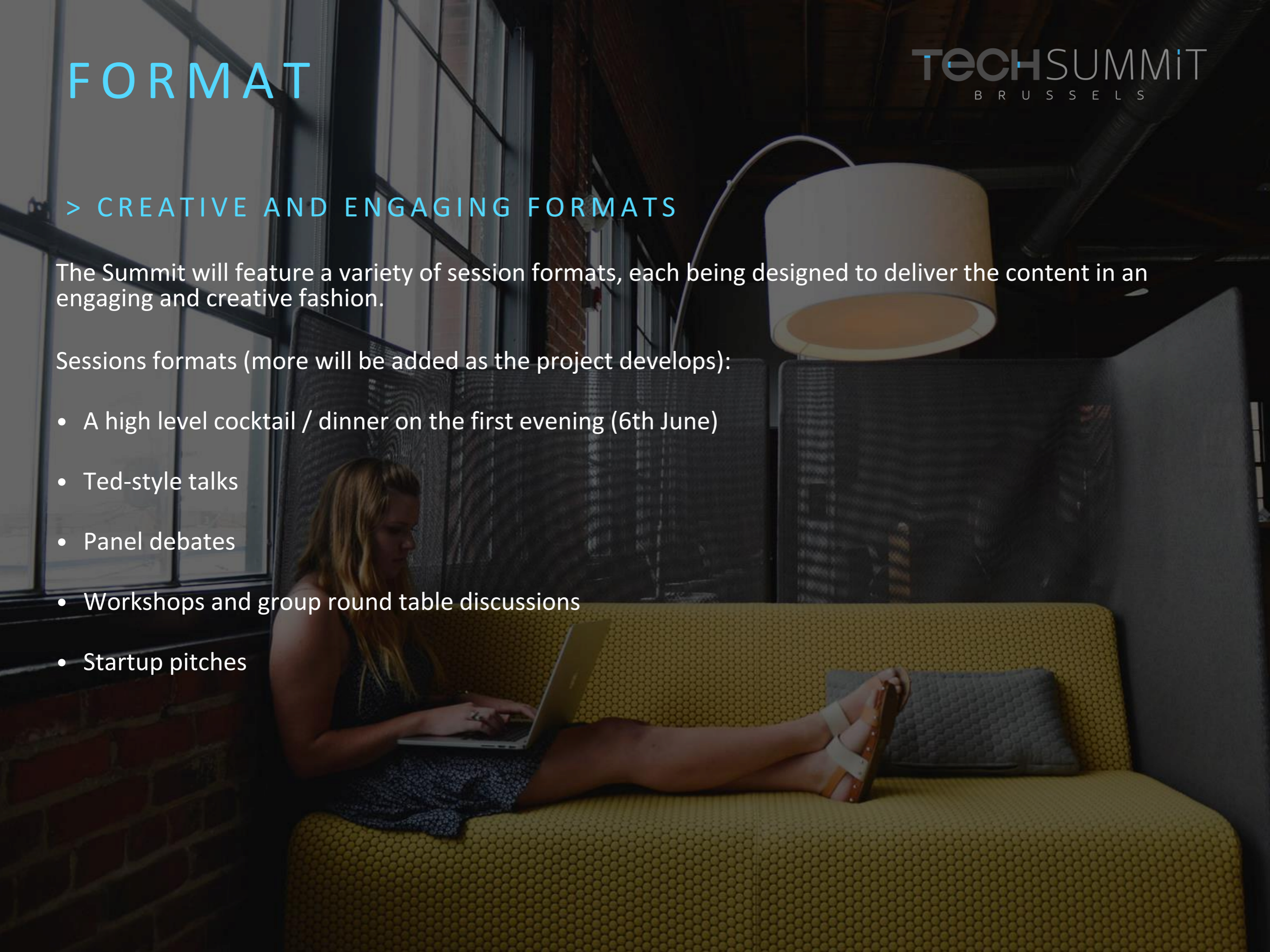
TECHSUMMIT
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> CREATIVE AND ENGAGING FORMATS

The Summit will feature a variety of session formats, each being designed to deliver the content in an engaging and creative fashion.

Sessions formats (more will be added as the project develops):

- A high level cocktail / dinner on the first evening (6th June)
- Ted-style talks
- Panel debates
- Workshops and group round table discussions
- Startup pitches



EMPOWERING PARTICIPANTS

The Summit is designed to empower policymakers, business leaders, SMEs, startups, entrepreneurs and those in the 3rd sector including educators, through face to face interactions with both people and technology.

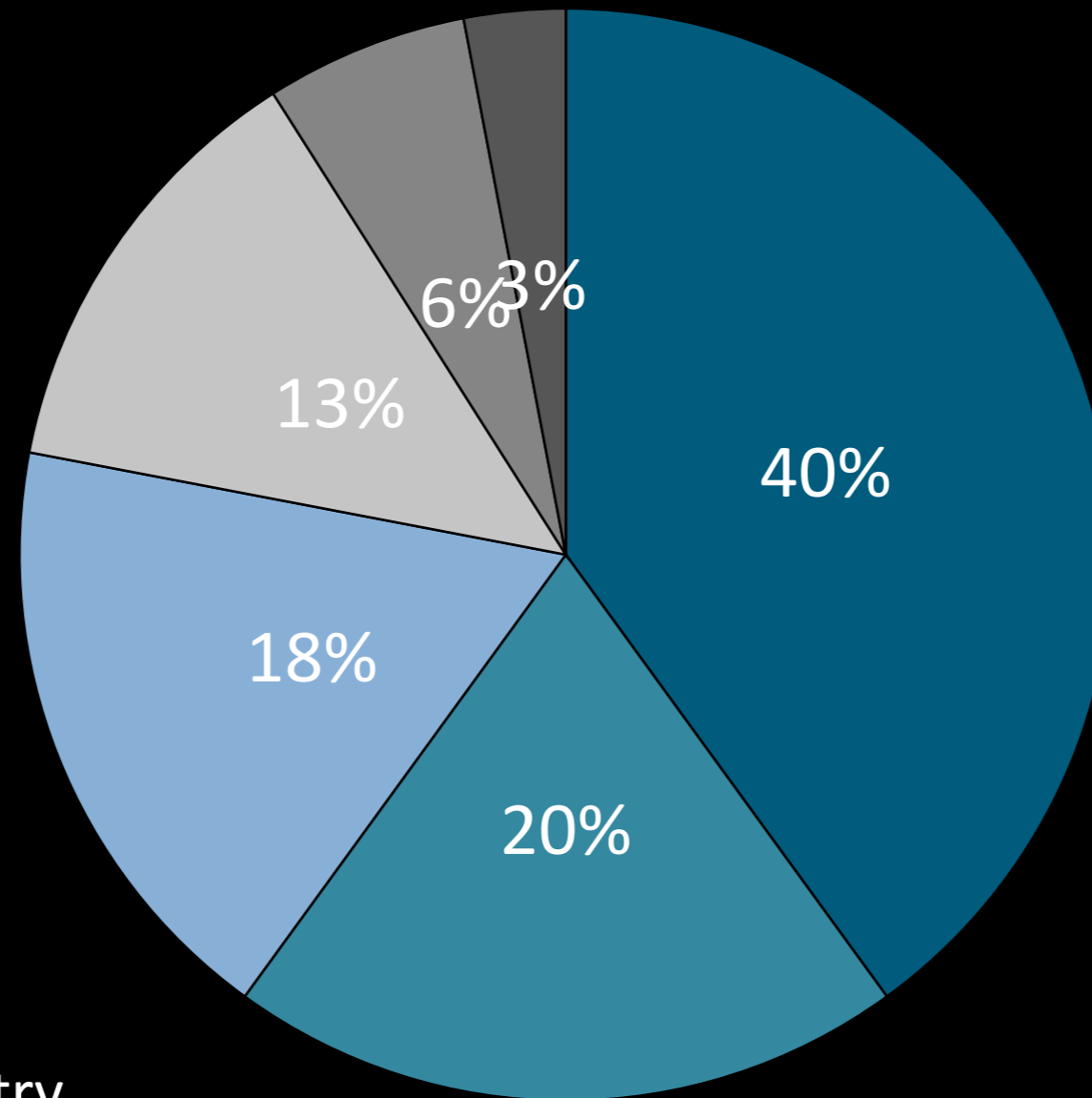
The Summit will deepen our knowledge and appreciation of how technology can drive positive change while examining the type of societies we are building, with technology as a partner.

THEMES

- Responsible business in today's digital world
- Digitising industry
- Technology and financial services
- Data: lawful access, new technologies, evolving business models
- Workforce of the future
- Technology for social good
- AI - privacy, ecosystems, standards
- Responsible AI
- Security in IoT and new technologies
- Protection of democratic processes
- Extended reality



WHO ATTENDS THE SUMMIT?



- Industry
- National governments, diplomatic missions and EU institutions
- European startups and SMEs
- NGOs / Not-for-profit organisations
- Academic / student
- Press / media

CO-HOSTS FOR 2018

TECHSUMMIT
BRUSSELS



Accenture is a global management consulting, technology services and outsourcing company, with more than 358,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

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We believe in what people make possible. Our mission is to empower every person and every organisation on the planet to achieve more.

microsoft.com



Forum Europe specialises in bringing people together to debate policy, both in Europe and globally. We've been doing this since 1989 and carry a strong focus on the intersection between technology and digital innovation, policy and society.

www.forum-europe.com

EVENT OUTREACH

> SOCIAL MEDIA

The Summit will capitalise on the pre-existing Facebook and Twitter accounts. A detailed social media calendar and monthly plans will be developed to engage with social media audiences, including PPC campaigns at key moments of the marketing stages.

> MEDIA RELATIONS AND PARTNERSHIPS

Engaging relevant media outlets will amplify the reach of the event. Forum Europe's press officer will develop and coordinate a detailed press strategy and timetable, including targeted invitations to key press. Appropriate media partners will also be sought.

> VIDEO OUTPUT

Part of the Tech Summit will be filmed, including atmosphere and venue shots, vox pops, and key speaker quotes, to produce post-event videos to be distributed on social media, website and other comms materials. This will extend the life of the event in view of a possible 2019 edition.

PREVIOUS POLICY SPEAKERS HAVE INCLUDED:



Carlos Moedas

European Commissioner for
Research, Science and Innovation



Tibor Navracsics

European Commissioner for
Education, Culture, Youth and
Sport



Alexander De Croo

Deputy Prime Minister of Belgium

> 2018 CONFIRMED POLICY SPEAKERS INCLUDE:

For the most updated list, please see our website: www.brusselstechsummit.eu

- **Eva Kaili**, MEP
- **Marietje Schaake**, MEP
- **Mady Delvaux**, MEP
- **Lowri Evans**, Director-General, DG GROW
- **Gail Kent**, Director for Data, DG CONNECT
- **Lucilla Sioli**, Director of Digital Industry, DG CONNECT
- **Peter Kerstens**, Adviser and co-chair of the FinTech Task Force, DG CONNECT
- **Peteris Zilgalvis**, HoU Start-ups & Innovation, DG CONNECT
- **Andrea Servida**, HoU eGovernment & Trust, DG CONNECT
- **Nikos Isaris**, Deputy HoU Internet of Things, DG CONNECT
- **Martin Bailey**, HoU Digital Policy Development and Coordination, DG CONNECT

SPONSORSHIP

The Tech Summit sponsors are valued for their ability to bring creative and exciting content, and not simply their financial input.



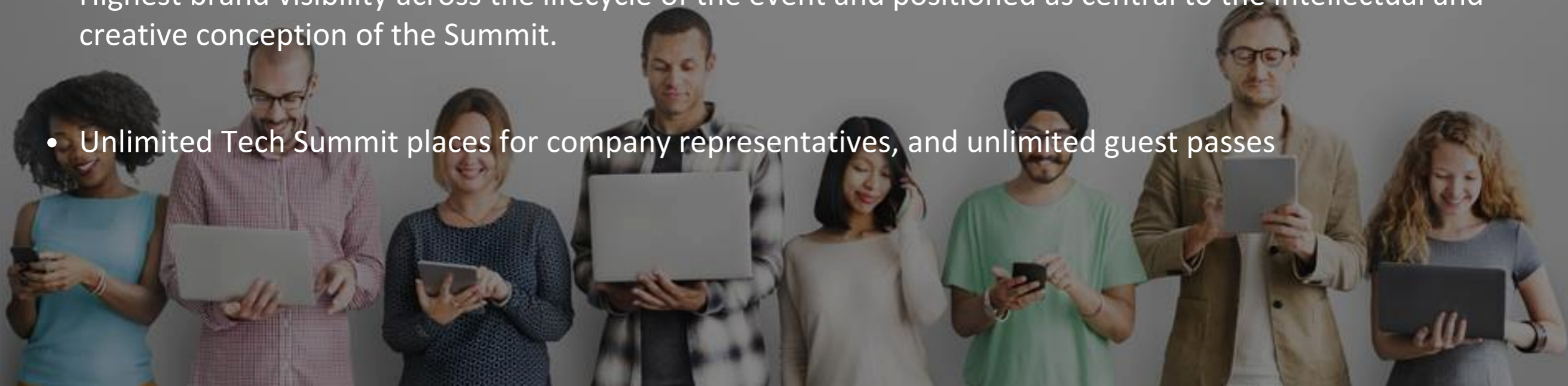
2018 SPONSORSHIP

> CO-HOST - €40,000

The Brussels Tech Summit co-hosts provide the content compass for the event. They work together to develop the event narrative and to deliver unmissable insights, creatively delivered.

This package is limited to no more than 4 organisations and the key benefits include:

- Drive the content direction and speaker selection
- Priority attendance at the VIP elements of both the pre-event and event day
- Highest brand visibility across the lifecycle of the event and positioned as central to the intellectual and creative conception of the Summit.
- Unlimited Tech Summit places for company representatives, and unlimited guest passes



2018 SPONSORSHIP

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> CONTENT AND VISIBILITY - €15,000

Content and visibility partners are tasked with bringing exciting and engaging content to the Summit. This can take the shape of hosted sessions, senior business leaders, or eco-system partners (or a mixture of these). Key benefits include:

- Ability to provide content for the Summit, including the possibility of hosting specific sessions
- Priority attendance at the VIP elements of both the pre-event and event day
- Brand visibility across the entire event, positioned as a Content Partner of the Summit
- Unlimited Tech Summit places for company representatives, and unlimited guest passes
- Exhibition space to display demos, products, literature, in the demo area

> VISIBILITY - €4,500

Key benefits include:

- Principally a branding package, your logo will be present across the event
- Your logo on the event branding, website and marketing material prior the event - marketed as a Sponsor
- Unlimited Summit delegate places

2018 SPONSORSHIP

> EXHIBITION - €6,500

The exhibition and visibility packages are aimed at those looking to promote and communicate ideas and values either through demos or brand positioning with the Summit. Key benefits include:

- Put your products and services in front of over 1000 people from the EU and European tech community
- Exhibition space to display demos, and products in the expo area
- Your company name and logo in the exhibitors' directory given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer, and the listing of your company details on the event website along with contact details and a link to your homepage
- Unlimited Summit delegate places

> START-UP EXHIBITION – NEGOTIABLE (FROM ONLY €1,000)

Please contact us for details.

> MEETUP AND COMMUNITY SPONSOR - NEGOTIABLE

We work with many Belgian and European digital meetup groups and we plan to host these tech community gatherings. Last year we hosted 6 meetups including the Women in VR Meetup, the Belgian VR Meetup, Apps for Social Good Meetup and the Belgian Fintech Meetup. Please contact us for details.

NON-FINANCIAL PARTNERSHIPS

Selected organisations will be invited to join the Tech Summit as non-financial partners. These will include civil society groups, research and academic bodies, think tanks and other not-for-profit stakeholder organisations.

The terms under which these organisations participate will be decided on a case by case basis and their involvement is crucial to ensure the breadth of the tech and digital eco-system is present at The Summit.

VENUE

> BLUEPOINT BRUSSELS

- Einstein ABC (main room) - Can seat 350 people theatre style.
- Archimedes (break-out room) - Can seat 150 people theatre style.
- Newton BC (break-out room) - Can seat 150 people theatre style.
- Edison (break-out room) - Can seat 150 people theatre style.
- Marconi (break-out room) - Can seat 150 people theatre style.
- Exhibition/catering Space
- Garden area
- Catering - traditional coffee break AM/PM as well as permanent coffee station, buffet style lunch, evening cocktail hour.



VENUE MAP



BY PUBLIC TRANSPORT (WWW.STIB-MIVB.BE)

Bus and pre-metro lines with “Diamant” stop at the intersection of Boulevard Auguste Reyers and Avenue du Diamant. BluePoint Brussels is located a few steps further on the corner of Colonel Bourg, near the telecommunications tower “RTBF”.

FROM THE AIRPORT (+/- 25 MIN.):

- Bus line 21 or 12 direction “Luxemburg”

FROM THE EUROPEAN INSTITUTIONS – SCHUMAN (+/- 10 MIN.):

- Bus line 79 direction “Kraainem” or 12 / 21 direction “Brussels Airport / Permeke”

FROM CENTRAL STATION (+/- 20 MIN.):

- Metro line 1 direction “Stockel”, stop “Montgomery”
- Pre-metro line 25 direction “Rogier” or 7 direction “Heyzel” for 2 stops

FROM SOUTH STATION (+/- 30 MIN.):

- Metro line 2 direction “Elisabeth”, stop “Arts-Loi”
- Metro line 1 direction “Stockel”, stop “Montgomery”
- Pre-metro line 25 direction “Rogier” or 7 direction “Heyzel” for 2 stops



CAR PARK

BluePoint Brussels has an underground car park with 150 spaces distributed on 2 floors. You will receive a ticket at the entrance of the car park that must be validated before your departure.



ACCESSIBLE TO PEOPLE WITH REDUCED MOBILITY



STATION “VILLO!” (DIAMANT) CLOSE BY



GREEN KEY CERTIFIED VENUE



BY CAR

1. FROM THE E40 “OOSTENDE” OR E19 “ANTWERPEN”:

- As you approach “Brussels”, take the exit: Ro direction “Zaventem” - E411 “Namen / Namur”.
- Exit: E40 / A3 direction “Luik - Leuven - Brussel”.

2. DEPUIS LA E19 “MONS – BERGEN” OU E411 “NAMEN – NAMUR”:

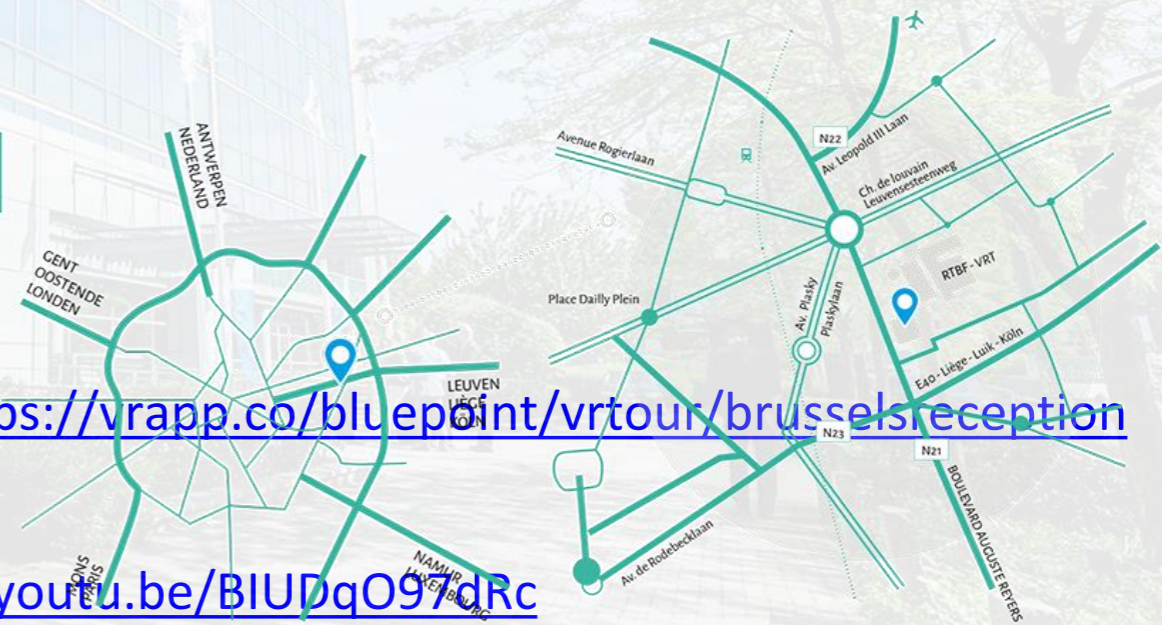
- When approaching “Brussels”, take the exit: Ro direction “Zaventem” - E411 “Namen / Namur”.
- Exit: E40 / A3 direction “Sint-Stevens-Woluwe / Brussel – Luik – Leuven”.

3. TAKE DIRECTION “BRUSSEL - BRUXELLES”:

- Take the exit 18 direction “Meiser – Reyers” just before the tunnels and hold your right.
- You are now at the back of the BluePoint building. Follow rue Colonel Bourg until the junction with Boulevard A. Reyers. Turn right and a few meters further on your right after the building you will find the entrance to the BluePoint underground car park.

<https://vrapp.co/bluepoint/vrtour/brusselsreception>

<https://youtu.be/BIUDqO97dRc>



BLUEPOINT BRUSSELS

Boulevard Auguste Reyers 80 - 1030 Bruxelles info@bluepoint.be www.bluepoint.be

+32 2 706 88 12 GPS Coordinates: “50.8510, 4.4018”

For more information please go to
www.techsummit.eu

For partnership and sponsorship, please contact
jakub.janas@forum-europe.com

TECH SUMMIT BRUSSELS, 2018