

Advatera



DIGITAL LEADERSHIP FORUM 2023

10TH EDITION

18+19 SEPTEMBER · VIENNA · HYBRID

WWW.DIGITALLEADERSHIPFORUM.COM

MG@ADVATERA.COM · MARIE GONZALEZ





Concept

- ▶ **Exclusive boutique conference for digital, marketing and communication managers** from large and mid-size organizations. Participants are from all over Europe. The conference is *the* exclusive forum for digital leaders.
- ▶ **Limited number of select conference partners and sponsors** to ensure a high degree of exclusivity. Tickets are limited and not available for sale to additional vendors. As a sponsor, you receive exclusive access to the event.
- ▶ About 60% of participants are current members of the advertisement-free our European **Advatera Community**. The Digital Leadership Forum is the **only event** of the year during which sponsorship is permitted giving you **exclusive attention within the Advatera Community**.



When and where?

- ▶ **September 18 & 19, 2023** at **Haus der Ingenieure**, and old Viennese Palais and online
 - ▶ September 18th: Half-day workshops at Haus der Ingenieure followed by a tour of the Austrian Parliament and a dinner at the Kelsen restaurant in the Parliament, included in the ticket price
 - ▶ September 19th: Full-day conference at Haus der Ingenieure, multiple keynotes and discussions

Who's coming?

- ▶ Those responsible for digital initiatives in their organizations; Job roles such as Head of Digital, Head of Communications, Head of Internal Communications, Collaboration Managers, Marketing Managers.
- ▶ We are expecting 150-200 participants on-site plus several hundred online. We have had this size in recent years before covid and it has been highly appreciated by participants and sponsors. It is an *exclusive* event, tickets are not available to vendors, sponsors have the outstanding advantage of meeting digital managers and decision makers from medium and large sized organizations exclusively.

Speakers for the 10th DLF edition – 2023 include



Claudio Corvaglia (CH)
Social Media

Joerg Schudrowitz (DE)
Social Media

Marco Matti (CH)
E-commerce

Andras Spiegel (AT)
E-commerce

Le Thuy Duong (NL)
Marketing

Nicola Cockroft (UK)
People Experience Comms & Employee Engagement

Kata Dudar (HU)
Ethics in marketing and communication

Orsolya Eszterváry (HU)
Global Communications

Sven Fritzsche (CH)
Brand, Partnerships and Digital

Tina Schmechel (UK)
Communications and Digital Marketing

Digital Leadership Forum Feedback

“ Never experienced such an outstanding conference before! Impressed by the way you organised such a welcoming and relaxed atmosphere too. Wow.

NANDA SUWARGANA, Aegon, NL



“ It was a lot of fun. The exchange was excellent and I gained a lot of insight from the various topics presented.

MELANIE RÜDE, Swiss Post, CH



“ Congratulations on a successful event; I'm impressed every time.

PETER M. HOFER, Mediamid (Sponsor), AT



“ The day was really well organised and really insightful so thank you for inviting me. I will be more than happy to help at future events...

SUNNA VAN KAMPEN, Barclay Card, UK



“ Thank you for organising this great event. All presentations were very useful and there was always something new to be heard.

MAJA GAJIC, Schoenherr, AT



Digital Leadership Forum Feedback

“ Great crowd, fantastic atmosphere, a lot of knowledge and expertise sharing and loads of fun! Thanks Volker Grünauer and the entire Advatera team for making it a very special and productive event!

TEREZA URBANKOVA, Beiersdorf, DE



“ Thanks für organizing it. It was a great event!

ISABELLA SCHNEIDER-HIDALGO, eBay, CH



“ Thank you for a wonderful conference experience. It was my first time visiting an Advatera event and I enjoyed the programme and setting very much. Job well done organizing this.

MARIELLA DALSTRA, Atradius, NL



“ Sharing ideas, meeting communication practitioners from across Europe, taking a glimpse into other industries, in one word: Inspiring! Thanks Advatera for organizing the Digital Leadership Forum 2017.

CLAUDIO CORVAGLIA, LafargeHolcim, CH



Digital Leadership Forum 2022

Feedback

“ The 2-day conference was packed with learnings and great networking opportunities. I will soon be there next year to watch another set of informative, engaging and entertaining presentations while networking with smart digital/content marketers!

SARAH SUNDERBRINK, Zooplus, DE



“ Two days filled with insights & learnings & new connections. I didn't realise how much I missed taking part in face-to-face meet-ups until I set my foot in Vienna this week.

XENIYA SHILINA, Medtronic, NL



“ Excellent time at the Digital Leadership Forum this week in Vienna, spoke to so many inspiring people from all over Europe and the bonus: a big "real-life" gathering at last! Great workshops & presentations all around but we further expanded our minds with a tour in the Albertina museum and some beautiful piano music for the closing.

MARK BATTCKOCK, Imerys, FR



“ It was a well organized event with a great mix of valuable input, exchange and culture. #greate #event in a #beautiful #city 🚀❤️

JOHANNES EICHIN, Endress+Hauser Group, DE



Exclusive Sponsor Packages DLF 2023, Sept 18-19

Premium partnership

- ▶ Main booth at the conference in the main area, on-site and online
- ▶ Roll-up, max 1m, on main stage.
- ▶ 3 tickets for you
- ▶ 3 ticket for your clients
- ▶ Logo on the website and agenda
- ▶ Leading a roundtable
- ▶ 5 minutes interview on main stage
- ▶ Networking at the evening event
- ▶ Raffle among attendees
- ▶ Mentioning in members newsletter (300 organizations, 1500 high quality contacts, in DACH)

€ 7,500

Promo partnership

- ▶ Booth at the conference in the get-together area
- ▶ Your brand exclusively presented through promotional materials. Options include pens and paper, USB sticks, ...
- ▶ 2 tickets for you
- ▶ Logo on the website and agenda
- ▶ Promotional material guaranteed handed out at check-in or check-out, as you wish. Pens and paper for example on every chair and table.
- ▶ Networking at the evening event

€ 6,500

Raffle among attendees

- ▶ Prize draw directly after at the get-together or on the main stage.
- ▶ 2 tickets for you
- ▶ Logo on the website and agenda
- ▶ Leading and presenting at a roundtable
- ▶ Networking at the evening event

€ 4,500

taken but one more available

Exclusive Sponsor Packages DLF 2023, Sept 18-19

Lanyard

- ▶ Your brand on the lanyard. This will place your brand in nearly every photo of the event.
- ▶ 2 tickets for you and up to 3 tickets for your customers
- ▶ Logo on the website and agenda
- ▶ Promotional materials on the table and in the entrance area
- ▶ Leading a roundtable

€ 6,500

Already taken by our 10 year in a row sponsor mediamid

Water bottles

- ▶ Your brand exclusively on water bottles
- ▶ Ideally you produce sustainable re-useable water bottles
- ▶ 2 tickets for you and up to 3 tickets for your customers
- ▶ Logo on the website, screens on-site and agenda
- ▶ Promotional materials on a table in a side room of the main room, in direct view to secession
- ▶ Leading a roundtable

€ 6,500

Get-Together

Limited to one!

- ▶ Sponsorship of the side events the night before and immediately after the conference
- ▶ The side-event on Monday is at the rooftop of the Austrian parliament
- ▶ 2 tickets for you and up to 3 tickets for your customers
- ▶ Logo on the website, screens on-site and agenda
- ▶ Promotional material at the side-event (exclusive!)
- ▶ Short promotional address during the get-together in form of an interview. Combined with a raffle if you like

€ 6,500

Due to the current Covid situation and energy crisis, the conference will be held hybrid and your brand will of course be present in the online version too. This extends your reach as with the recent online editions in the lockdowns, we saw people signing up from regions also outside DACH and Europe. We reserve the right to hold the conference online only in case of an escalation of Covid and/or energy crisis or other extraordinary events, i.e. in case of travel restrictions for a substantial amount of participants by their organizations or governments. Of course, the physical aspects of the sponsorship will then be replaced with virtual options. Rest assured that we do our utmost to organize the conference on-site in Vienna, for example the 2022 edition took place in Vienna without any restrictions. Promotional materials (lanyards, water bottles) are supplied by the sponsor/production costs are carried by the sponsor. Prices excl. VAT.

Sponsor Packages DLF 2023, Sept 18-19

Booth

- ▶ Your brand at both conferences
- ▶ 2 tickets for you
- ▶ Up to 2 tickets for your customers
- ▶ Logo on the website, screens on-site and agenda
- ▶ Promotional materials on the table and in the entrance area
- ▶ Leading a roundtable
- ▶ Alone your 4 included tickets are worth the price!

Limited to 5 to keep exclusivity

€ 4,500

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