

INSIGHTS

CYPRUS, MARCH 28 – 29



THE CEL

VISION

The **Cypriot Enterprise Link (CEL)** is a youth-led organization aimed to connect and support the Cypriot entrepreneurial talent in order to form a local and a global entrepreneurial network supported by events, meetups, workshops and projects.

The **Insights Conference 2015** aims to provide a mix of practical and theoretical knowledge to an audience hungry to learn. The conference will take place over two days and will include workshops and talks by world-class founders who will share their startup experience and expertise with our audience. The Insights Conference will take place on **28th-29th March 2015** at the **Filoxenia Conference Centre, Nicosia, Cyprus.**



Nicosia

Insights (28-29/3/15)

Filoxenia Conference Centre

THE INSIGHTS

STORY

In 2013 we introduced the first **Insights Conference** in Cyprus.

- **400+** people attended. That was almost double our expectations.
- **20** sponsors including **Amazon Web Services, Yahoo Developers Network.**
- **9** international speakers including Andy Young – **Groupspaces**, Demetrios Zoppos – **OneFineStay**, Henry Erskine Crum – **Evently**, Nikos Moraitakis – **Workable** as well as representatives from **Prezi** – Andrei Boghiu, Alexis Pantazis and Emilios Markou from **Hellas Direct**, Simos Kittiris from **PeoplePerHour** and Kostas Sisamos from **Engino**.
- **4** specialised workshops on online marketing, design, Raspberry-Pi programming and raising funding.
- International press coverage through **Techcrunch** (“One of the leading startup events in Europe”), **Yahoo News** and others.
- Local coverage including front page features on the biggest newspapers and portals in Cyprus, prime-time television and radio appearance

THE STRUCTURE & THEMES OF THE INSIGHTS

EVENT

FORMAT	WORKSHOP	LECTURE/ TALK	DEBATE	SKILLS LAB	DISCUSSION
DESCRIPTION OF FORMAT	An expert providing insights into a subject - more technical	An entrepreneur providing inspiration/ telling his story	At least two experts of opposing views for a subject take questions from a moderator and the crowd	Practical application of a specific skill (more hands on)	Discussion is participant led. Goal is for participants to come up with an actionable plan for the future

THEMES

1. Industry Disruption - In this section we will explore how different industries can be disrupted in the future and incremental vs radical innovation.
2. Entrepreneurial Environments - In this section we will dive into anything that affects a startup ecosystem.
3. Startup World - Startups are a specific type of business animal, they have special requirements in their management, launch, growth etc. In this sections we will go into the details of what Startups need to grow.
4. Digital economy - A look into applications and social media and how they define the modern day economy.

EXPECT OVER
600
FOUNDERS
BUSINESS
ANGELS
MARKETEERS
ENGINEERS
SOFTWARE
DEVELOPERS
DESIGNERS
PRODUCT
MANAGERS
STUDENTS
& YOU!

	Commu- nications Partner	Hospitality Partner	Travel / Transpor- tation Partner	Gold Sponsor	Platinum Sponsor
Quantity	1	1	2	4	1
Cost / Sponsorship value	Min €10.000	Min €5.000	Min €5.000	Min €10.000	Min €20.000
Logo on insightscon.com	✓	✓	✓	✓	✓
Logo on the programme	✓	✓	✓	✓	✓
Logo on rollup banners & media walls	✓	✓	✓	✓	✓
Mention in programme				✓	✓
Mention in press releases	✓	✓	✓	✓	✓
Special press release for sponsorship					✓
Number of tweets from @cyentlink	3	3	3	4	6
Facebook posts from Cyp- riot Enterprise Link page	3	3	3	4	6
Invitations to Insights Conference	2	2	2	3	5
Inserts in goodie bags	✓	✓	✓	✓	✓
Workshop at Insights Con- ference (<i>where appropriate</i>)				✓	✓
Bring your own signage (<i>upon agreement</i>)	1	1	1	2	5
Logo on official t-shirts					✓
Delegate at guest dinner	1			1	2
Speaking slot (<i>upon agreement</i>)					1
Full page advert in programme					✓
Half Page advert in programme				✓	
Brand exclusivity throughout the event					✓
Other opportunities (<i>upon discussion</i>)					✓

THE OPPORTUNITIES

FOR YOU

The event is curated by us, but driven by our followers. We like to make things that people actually enjoy, and we've established a reputation as entrepreneurship pioneers in Cyprus.

Associating your brand with the Insights Conference will help you create strong brand awareness in the region and give you the opportunity to meet and network with talented, well-educated and noteworthy individuals.

You will be one of the first supporters of our efforts to turn Cyprus into a startup hub in Europe and the world.

If any of the above sounds great to you, or if you just want to sponsor a revolutionary and exciting event, then the **Insights Conference 2015** is an excellent option.

To get involved contact

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