



#VLBIIntell

# 2nd Business Intelligence, Analytics and Data Management Summit

Vienna, Austria  
October 22 - 23, 2019

ARCOTEL WIMBERGER WIEN | NEUBAUGÜRTEL 34-36 | 1070 VIENNA, AUSTRIA

## Key Practical Learning Points of the Summit:

- Reimagining business models through digitalisation
- Transforming value chains to enable completely new ways of doing business
- How enterprise architecture governs solutions processing protected categories of data
- Using data to predict a customer's next move
- How to foster a data-driven culture
- How to remain compliant with the GDPR
- Is legislation able to keep up with technological developments?
- Implementing a data governance model
- Building the path for AI adoption
- Explainable AI, ML fairness and ethics
- How AI enhances health-care delivery
- Supporting digital transformation programs by using AI at large scale
- How to use data to disarm opponents without a fight
- See real-life examples of data products borne out of transformation
- Creating the right environment to drive a product mandate across the company

## Key Speakers:



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**Jakob Riis Bentsen, DK**  
Head of Transformation, BI  
Products  
A.P. Moller – Maersk



**Norbert Eschle, UK**  
Enterprise Data Architect  
Direct Line Group



**Dr. Ahmed Serag, UK**  
Senior Research Scientist  
Philips



**Dr. Andrey Sharapov, DE**  
Senior Data Scientist & ML Engineer  
Schwarz IT



**Goran Amcoff, SE**  
Senior BI Process Specialist  
Nordea



**Dr. Jean-Marc David, FR**  
Expert Leader, Artificial Intelligence  
Renault



**Simon Stieper, DK**  
Director, Head of BI Products  
A.P. Moller – Maersk



**Dr. Giacomo Piccinelli, UK**  
Global Head of Enterprise  
Xerox



**Ole Busk Poulsen, DK**  
Head of Data Governance &  
Information Architecture  
Nordea



**Andreas Bitterer, DE**  
Chief Analytics Evangelist  
SAP



**Martin Treder, DE**  
Managing Director of Data  
Management  
FedEx



**Dr. Satyajit Wattamwar, NL**  
Data Science Leader  
Unilever



**Filip Vitek, DE**  
Director of Data Science  
TeamViewer



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## 2nd Business Intelligence, Analytics and Data Management Summit

Vienna, Austria  
October 22 - 23, 2019

### The chief data officer role that had once been somewhat supporting,

*has recently become pivotal in the context of digital transformation. Now that the tables have turned, data and analytics leaders undertake to guide the enterprise through the fast-paced and infinitely ambiguous data-centred digital landscape justly earning their seats at the executive table.*

*We invite you to visit the **2nd Business Intelligence, Analytics and Data Management Summit** where speakers of genuinely high calibre from some of the world's biggest companies will share their valuable insights and instructive experiences, help you adopt new BI trends, implement the latest BI technologies and devise a strategy that ensures a smooth digital transition. You will learn how to turn data into tangible business results, why it is healthy to share your company's data and what tremendous effects fostering data-driven culture can boast of.*

**The Summit will address** a broad range of topics on BI, including its future, the application of AI and data governance, to name a few. Set out to explore what high-impact BI analytic products are and how raising the compliance bar shouldn't waste your analytics potential.

**Join the BI, Analytics and Data Management Summit** scheduled for **October 22-23, 2019, in Vienna, Austria**, to network with your peers and sharpen your BI knowledge.

*We are honoured to invite you to this Summit and we look forward to welcoming you in Vienna this coming October.*

**“ You will learn how to turn data into tangible business results, why it is healthy to share your company's data and what tremendous effects fostering data-driven culture can boast of. ”**

### Sponsorship

**Vonlanthen Group of Companies** has extensive contacts with key decision makers at the world's biggest companies. Our events and conferences bring industry leaders, deal makers, financiers and investors under one roof, providing you with unique sponsorship and branding opportunities that can deliver an immediate impact and put your message in front of a targeted, specialist audience.

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- ▶ Using customer insights and feedback from social media to enhance product and service offerings.

**All our sponsorship opportunities are** bespoke and developed to enhance value for both our partners and Vonlanthen's network of business leaders.

### Who Should Attend:

**CEOs, Presidents, CDOs, CAOs, CIO, Chief Executives, Directors, Vice Presidents, Department Heads, Leaders and Managers specialising in:**

- ▶ Business Intelligence
- ▶ Business Analytics
- ▶ Data Management
- ▶ Data Warehouse
- ▶ Data Integration
- ▶ Data Analysis
- ▶ Data Reporting
- ▶ Data Storytelling
- ▶ Data Governance
- ▶ Enterprise Architecture
- ▶ Big Data
- ▶ Research & Data Sciences
- ▶ Information Management
- ▶ Performance Analytics
- ▶ Predictive Analytics
- ▶ Machine Learning
- ▶ Artificial Intelligence
- ▶ Others



## 2nd Business Intelligence, Analytics and Data Management Summit

Day One  
October 22, 2019

1

2

08:30 Registration and Welcome Coffee  
09:00 Opening Address from the Chairman

09:10 **OPENING KEYNOTE**  
**Expelliarmus! How to disarm competition  
with smart data tricks**

**FILIP VÍTEK**  
Director of Data Science  
TeamViewer



Data departments can be powerful enough to become a company's own weapon. However, management teams often rely only on the offensive part: trying to outfight the competitors, creating new killer products or outsmarting them in marketing. But wait: what if you could use data to disarm the opponent? In this short presentation, let me walk you through several real-life examples of how data (and their analytics) left the opponent without the chance to react to the move. I hope you can take home a few inspirations for your own businesses.

09:50  **SPEED NETWORKING**

An innovative approach to maximize networking capabilities through two minute periods, where delegates can meet their peers and exchange business cards before rotating to the next company representative.

10:20 **PRESENTATION**  
**Digital transformation in manufacturing**

**DR. SATYAJIT WATTAMWAR**  
Data Science Leader  
Unilever



- Need for digital transformation
- Status and best practices
- Defining what drives value
- Potential future growth opportunities

11:00  **MORNING COFFEE AND NETWORKING BREAK**

11:40  **SPONSORED SPEAKING SLOT**

Sponsorship opportunities available

12:10 **PRESENTATION**  
**Establishing the foundation for  
governed data**

**OLE BUSK POULSEN**  
Head of Data Governance &  
Information Architecture  
Nordea

Nordea

The prerequisite for using your data for decision making – either manual or automatic – is that you have trust and confidence in your data. But how do you establish that? The answer is data governance. This presentation gives a view on how to start and focus on the essential parts of data governance to ensure success. Topics to be discussed include ambition level, data ownership, alignment across the organisation, roles and responsibilities, drivers and maturity

12:50 **CASE STUDY**  
**Migrating accounting flows from  
Mainframe to big data environment**

**GORAN AMCOFF**  
Senior BI Process Specialist  
Nordea

Nordea

- Why we opted to migrate from mainframe
- Right tools in right place (when to use big data and when to use commercial COTS software)
- Lessons learned, potential pitfalls

13:30  **BUSINESS LUNCH**



14:30



JOINT PRESENTATION

**The maersk transformation journey: creating the most fertile environment to build high value**



**JAKOB RIIS BENTSEN**

Head of Transformation, BI Products  
A.P. Moller – Maersk

**SIMON STIEPER**

Director, Head of BI Products  
A.P. Moller – Maersk

Maersk is changing from a conglomerate to an integrated provider of logistics and services in order to connect and simplify the customers' supply chain. Learn how we organise and drive our change and how data plays a vital role in the company transformation. Get full insight into how we're reshaping the company's BI and analytics capabilities to maximise our ROI on data with examples of the innovative data products being developed in Maersk:

- Get key insights from the orchestration of a digital transformation in the world's largest shipping company
- How do we manage and sustain change in a multinational organisation?
- Meet Maestro, our ontology and data lake – see how it enables us to meet the needs and requirements of the future
- Be inspired by how we are creating the right environment to drive a product mandate across the company
- Learn from our approach to build and mature internal product management talent
- Have you ever heard about growth hacking and product discovery? Neither had we!
- Share our successes, failures and reflections – what did we learn along the path?
- See real-life examples of data products borne out of our transformation
- What do we recommend for other companies who want to embrace a true product mindset?

What's next at Maersk?

15:40

**PRESENTATION**

**Data architecture and governance in an agile world**



**NORBERT ESCHLE**

Enterprise Data Architect  
Direct Line Group

- How enterprise architecture governs solutions processing protected categories of data such as personal information
- How a business glossary creates a shared understanding of protected data categories
- Architecture patterns to codify best practices
- Remaining agile and responsive while establishing an effective governance regime

16:20



AFTERNOON TEA AND NETWORKING BREAK

16:50



PANEL DISCUSSION

**With The Speakers Of The Day**  
Moderated By The Chair

**Data Marketplaces, Sources of Alternative Data. Is sharing your company's data healthy?**

17:30



CHAIRMAN'S CLOSING REMARKS AND END OF DAY ONE

19:00

21:00



BUSINESS DINNER





## 2nd Business Intelligence, Analytics and Data Management Summit

Day Two  
October 23, 2019

08:30 Registration and Welcome Coffee  
08:50 Opening Address from the Chairman

1

2

**09:00**

**INSTRUCTIONAL TALK**

**Data governance in bigger corporations**

**MARTIN TREDER**  
Managing Director of Data Management  
FedEx



Data without governance is like a country without its authorities – it will fail. While there is no universally applicable model, every company can develop good data governance by looking at its objectives and by asking the right questions. This presentation invites you to think about your data governance model and its implementation

**09:40**

**CASE STUDY**

**Using data to predict a customer's next move**

**DR. GIACOMO PICCINELLI**  
Global Head of Enterprise  
Xerox



- From printers to printing services
- Before the customer calls: off-line prediction
- When the customer calls: in-line optimisation
- Going omni-channel

**10:20**

 **MORNING COFFEE AND NETWORKING BREAK**

**11:00**

**CASE STUDY**

**Deploying AI and machine learning at scale: lessons learned from Renault experience**

**DR. JEAN-MARC DAVID**  
Expert Leader, Artificial Intelligence  
Renault



As most large industrial companies, Renault has been using AI for years. But in the past couple of years, AI has shifted to a strategic topic, for two main reasons:

- Digital transformation – how to use the data flood generated by our internal processes, customer relationships, social media, connected cars, etc., to enhance our internal processes, better understand our customers and propose new types of services
- Autonomous vehicles – while the performance of autonomous vehicles has made tremendous progress in the last years thanks to AI techniques, the current 'learning from data' approach still raises issues on how we can deliver safe and reliable autonomous vehicles on the road

This talk will mainly cover how AI can be used at large scale to support digital transformation programs.

Lessons learned from the Renault experience will be shared, addressing several facets:

- Organisation – with the creation of a dedicated competence center (Renault Digital) and data labs located in the business units
- Education for raising management awareness
- Competencies, including building an ecosystem of partnerships
- Open innovation, with innovation labs in Silicon Valley, Israel, Korea, and the Alliance Ventures Corp. fund

**11:40**

**CASE STUDY**

**Explainable AI, algorithmic fairness and ML security against attacks**

**DR. ANDREY SHARAPOV**  
Senior Data Scientist & ML Engineer  
Schwarz IT



Currently, data science practitioners are mainly occupied with studying AI in the context of advanced predictive models such as deep learning. They mostly focus on things like algorithmic accuracy, while completely overlooking things like interpretability, fairness and security. In this talk, I will provide the audience with the latest developments in the field of explainable AI, ML fairness and ethics, and demonstrate some vulnerabilities of modern algorithms against attacks. We will also look at several business-related use cases where such developments may increase user acceptance and build the path for AI adoption within an organisation



12:20



**BUSINESS LUNCH**

13:20

**CASE STUDY**

**Application of AI in healthcare**

**DR. AHMED SERAG**

Senior Research Scientist  
Philips



AI has demonstrated remarkable progress in healthcare. Historically, trained experts visually assessed medical images for the detection, characterisation and monitoring of diseases. AI systems excel at automatically recognising complex patterns in imaging data and providing quantitative, rather than qualitative, assessments of characteristics. In this session, I will present how AI could impact multiple facets of healthcare, with a general focus on applications in radiology and pathology, and demonstrate ways in which AI technologies are advancing the field. I will also discuss the challenges facing clinical implementation and how the domain could be advanced

14:00

**CLOSING KEYNOTE**

**Digital business:  
tomorrow is already here**

**ANDREAS BITTERER**

Chief Analytics Evangelist  
SAP



Digital business is about intelligently connecting people, things and businesses. It's an infinite world of new possibilities for companies to reimagine their business models, the way they work and how they compete. New technologies like machine learning, the Internet of everything, blockchain, cloud and the big data platform will transform value chains to enable completely new ways of doing business and our way of life. Hear how you can deliver an innovative customer experience at scale, with a fully integrated front- and back-end operation based on a solid digital core

14:40



**PANEL DISCUSSION**

**With The Speakers Of The Day  
Moderated By The Chair**

**Who is held responsible for the decisions AI makes?**

16:10



**CHAIRMAN'S CLOSING REMARKS AND END OF SUMMIT**



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## 2nd Business Intelligence, Analytics and Data Management Summit

## Speakers Biographies

1

2



**Norbert Eschle, UK**  
Enterprise Data Architect  
Direct Line Group



Norbert Eschle is an enterprise architect and technologist with advisory, strategy and implementation experience gained in industry, consulting and technical sales roles. He has international experience working primarily in the finance and technology markets. In his role as enterprise data architect, Norbert is responsible for the enterprise data technology strategy supporting Direct Line Group's CTO and CDO.



**Dr. Satyajit Wattamwar, NL**  
Data Science Leader  
Unilever



Dr. Satyajit Wattamwar has a PhD in the interdisciplinary field of data science, modelling, control system and chemical engineering. During his PhD, he developed many new algorithms that support data-based smart and real-time decision making that allow optimisation of manufacturing processes. He secured a few entrepreneurial grants from the Dutch government for the commercialisation of his research finding as well. After his PhD, Satyajit played a key role in driving success of data science software and consultancy of General Electric Digital in the early days of analytics for manufacturing. He provided consultancy, trained many non-data scientists to jump on the data science bandwagon and developed dozens of analytics solutions for many Fortune 500 companies with strong manufacturing bases in Europe and the US. In his current data science leadership role at Unilever, Satyajit is driving data science enabled digital transformation of R&D operation of Unilever, supporting the needs of its various business units and cross capability functions like process engineering, formulations, packaging, etc.



**Dr. Andrey Sharapov, DE**  
Senior Data Scientist & ML Engineer  
Schwarz IT



Dr. Andrey Sharapov is a senior data scientist and machine learning engineer at Schwarz IT. He is currently working on various projects related to machine learning and data product development, including analytical planning tools that help with business issues such as stocking and purchasing. Previously, he spent two years at Xaxis and he also led data science initiatives and developed tools for customer analytics at TeamViewer.



**Goran Amcoff, SE**  
Senior BI Process Specialist  
Nordea



Goran Amcoff is a BI process specialist at Nordea, helping develop a new generation of accounting systems and archive tools. His current focus is sourcing and migrating accounting flows from legacy mainframe environment into Hadoop-powered COTS architecture, partly utilising big data components. Before joining Nordea to work as an IT architect, Goran spent 15 years in IT working as a developer and technical specialist. While primarily working with financial systems, he started his career in computer graphics.



**Dr. Ahmed Serag, UK**  
Senior Research Scientist  
Philips



Ahmed Serag is a senior research scientist at Philips. He has over 13 years' experience in turning complex data into knowledge for top-tier firms and academic institutions in the USA, Europe and the UK, using cutting-edge research focussed on AI, machine learning and deep learning. Ahmed earned a PhD in computer science from Imperial College London, a master's in biomedical engineering from the University of Lübeck and a bachelor's in biomedical engineering from Cairo University.



**Dr. Giacomo Piccinelli, UK**  
Global Head of Enterprise  
Xerox



With over 20 years of solution and enterprise architecture experience in organisations such as Xerox, Computer Sciences Corporation, Fujitsu and Hewlett-Packard, Giacomo's area of expertise is in the intersection between business, service and technical strategy. Giacomo holds a degree in information science from the University of Pisa and a doctorate degree in system engineering from University College London.



**Ole Busk Poulsen, DK**  
Head of Data Governance &  
Information Architecture  
Nordea



Ole Busk Poulsen is data officer at Nordea with responsibility for implementing data governance in group functions like risk, finance, crime prevention and IT. He is also member of Nordea's data management committee, where the data governance strategy is anchored. Before joining Nordea, he worked with data governance at BEC and Danske Bank. He has a background in the data warehouse and business intelligence domain and has been working in IT as well as on the business side.



**Andreas Bitterer, DE**  
Chief Analytics Evangelist  
SAP



Andy Bitterer is SAP chief evangelist EMEA for BI and analytics, providing thought leadership and raising the global profile of SAP Analytics and SAP Leonardo. Previously, Andy worked at SAS as senior director for the BI product line, managing the product management, product marketing and competitive intelligence teams. Prior to that, Andy was an industry analyst covering business intelligence, data management and location intelligence, as BARC/CXP research fellow, and as research VP at Gartner, where he authored Magic Quadrants, Hype Cycles, and Predicts, chaired the European BI Summit and spoke at many conferences worldwide. Andy joined Gartner with the acquisition of META Group, where he started in September 2001. Before that, he was managing director and CTO at Antfactory, a strategic investment and venture capital firm, and spent 15 years at IBM in various management, consulting and technical roles in Germany, Canada and the United States. Andy has authored numerous books on application development, data management and object technology, he holds a master's degree in computer science from the Technical University Darmstadt and he's also an accomplished pianist and award-winning photographer.



**Martin Treder, DE**  
Managing Director of Data  
Management  
FedEx



Martin Treder is a seasoned data executive with 25 years' experience in international corporations. During the past decade, Martin has established and led the data management organisations of DHL Express, TNT Express and FedEx Express International. His focus has always been on full coverage of a company's "data supply chain", including data governance, data quality and MDM. Having studied to be a mathematician (main subjects: operations research and applied statistics), he has been generating value from data ever since.





## 2nd Business Intelligence, Analytics and Data Management Summit

## Speakers Biographies

1

2



**Dr. Jean-Marc David, FR**  
Expert Leader, Artificial Intelligence  
Renault

**GROUPE RENAULT**

Jean-Marc David is an expert leader on artificial intelligence for the Renault Group. His main roles are to support all company functions in their use of AI & big data technologies, including the definition of the research and innovation plans, to help identify and build the required internal competencies and to help define strategic partnerships. Jean-Marc is also a member of the cross-functional Alliance team that supports the Renault-Nissan-Mitsubishi VC (a corporate venture capital fund launched in 2018 that plans to invest up to \$1 billion to support open innovation over five years). In his previous position at Renault Research, Jean-Marc was in charge of research activities on autonomous vehicles, connected cars and services, and new mobility services. He has also been a Renault representative on the executive board of the Systematic competitiveness cluster on digital revolution, and president of the Systematic coordination committee on big data & AI during the last two years.



**Simon Stieper, DK**  
Director, Head of BI Products  
A.P. Moller – Maersk

**MAERSK**

Simon Stieper is dedicated to the cause of driving business value from data and is responsible for the BI products portfolio at Maersk. He is a key player in the digital transformation of the company and in establishing a modern product-based delivery model.



**Filip Vitek, DE**  
Director of Data Science  
TeamViewer



Filip Vitek is a seasoned analytics and data science expert with 15-plus years' experience from a plethora of different industries (banking, telco, insurance, healthcare, transport, etc.). Since 2017, he has led the data science stream for TeamViewer, one of the German unicorns, where his team analyses behaviour of two billion (!!) users from 252 countries. That's likely the largest German-based network. Filip is fascinated by exploring and modelling human behaviour and feels data science is not just work but a hobby as well. In his blog, [www.themightydata.com](http://www.themightydata.com), Filip tries to evangelise new approaches to data science as well as consult with data analysts on how to make their lives better. He graduated with a double major from Comenius University in Bratislava, and his master's thesis was dedicated to business decision-making via neural networks.



**Jakob Riis Bentsen, DK**  
Head of Transformation, BI Products  
A.P. Moller – Maersk

**MAERSK**

Jakob Riis Bentsen is reshaping the BI organisation at Maersk to meet future demand and requirements. The key to the transformation he drives is the courage to challenge the norm and being outcome oriented and innovative while role modelling a strong product mindset.

## Our Upcoming Events:

**4th Annual Content Strategy Summit**  
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Sponsorship-related questions to:  
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# PRE-REGISTRATION FORM

2nd Business Intelligence, Analytics and Data Management Summit

Date of registration:



E-mail this form to: [register@vonlathengroup.com](mailto:register@vonlathengroup.com)

Upon receiving the registration form, you will get an invoice for payment.

Package name	Register in August	Register in September	Standard
<input type="checkbox"/> Delegate: Standard	€1195	€1395	€1795
<input type="checkbox"/> Group Delegates: 2 + <small>*price per person</small>	€1095	€1295	€1695
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**\*Hotel accommodation & travel costs are not included in the registration fee.**

As soon as a **venue** is confirmed, organizer will post the information on its website. Registered delegates will be informed by e-mail.

To register for the Summit, please provide the details below. This registration form is editable.

Name:  Surname:   
Position:   
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### Cancellations and Substitutions:

A delegate may be substituted up to 5 days before the event. Cancellation made one month prior to the start date of the event will be refunded less 50% of the registration fee. Refunds will be made after the event. Cancellations made within one month of the event start date will result in no refund. A written notice is required for cancellation. But the organizer understands that there are unforeseen circumstances that cause cancellations, in such events the organizer can provide a delegate-pass to an upcoming event that will be valid for one year from original event start date. Please note that the delegate-pass cannot be refunded due to further cancellation.

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While every reasonable effort will be made to adhere to the advertised event, the event organizer reserves the right to change event dates, sites or location, omit event features, or merge the event with another event as it deems necessary without penalty. In such situations no refunds, partial refunds or alternative offers will be made. In any case that the organizer permanently cancels the event for any reason whatsoever, including but not limited to any force majeure occurrence, and provided that the event is not postponed to a later date nor is it merged with another event, the client will receive 100% refund of the registration fee in a maximum of 30 working days from the date of cancellation.

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