

CeBIT Global Conferences Guide

10 – 14 March 2014
Hannover Exhibition Center

www.cebit.de/en/cgc



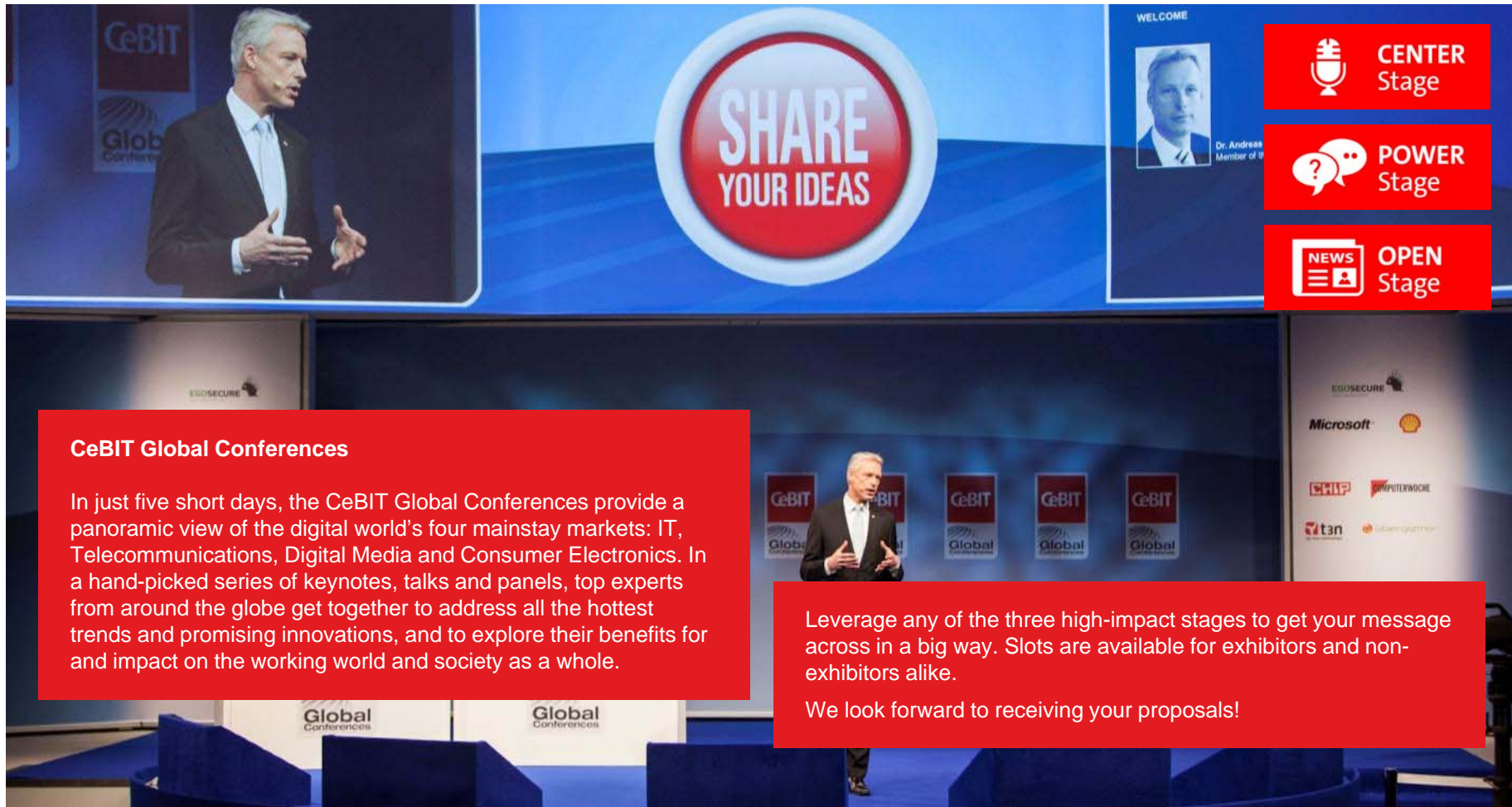
Deutsche Messe
Hannover · Germany



CeBIT

Subject to change

CeBIT Global Conferences



CeBIT Global Conferences

In just five short days, the CeBIT Global Conferences provide a panoramic view of the digital world's four mainstay markets: IT, Telecommunications, Digital Media and Consumer Electronics. In a hand-picked series of keynotes, talks and panels, top experts from around the globe get together to address all the hottest trends and promising innovations, and to explore their benefits for and impact on the working world and society as a whole.

Leverage any of the three high-impact stages to get your message across in a big way. Slots are available for exhibitors and non-exhibitors alike.

We look forward to receiving your proposals!

CeBIT Global Conferences Key Facts



- Hall 8 as special conference hall with three innovative stage formats
- 70+ hours of programming
- 100+ international speakers
- Target groups: CxOs, managers, experts and out-of-the-box thinkers
- 3,000+ conference attendees (2013)
- 37,000 online participants via live stream (2013)
- 120,000 online (on-demand) followers (until December, 2013)
- Conference languages: English / German



Tickets available at <http://www.cebit.de/en/information-for/visitors/at-a-glance/tickets/ticket-sale>

Industry & Government Leaders (excerpt)

Hamid Akhavan, CEO, Siemens Enterprise Communications · **Stewart Butterfield**, Co-Founder, Flickr.com · **Dr. Martin Enderle**, CEO, Scout24 · **Ulf Ewaldsson**, CTO & SVP Ericsson · **Lars Fjeldsoe-Nielsen**, Head of Mobile Business Development, Dropbox · **Mikael Hed**, CEO, Rovio (Angry Birds) · **Paul Hermelin**, CEO Capgemini · **Reid Hoffman**, Founder, LinkedIn · **Dr. Jeff Jaffe**, CEO, W3C · **Prof. Dieter Kempf**, Chairman of the Executive Board, DATEV eG · **Gary Kovacs**, CEO, Mozilla Corporation · **Neelie Kroes**, EU Commissioner for the Digital Agenda · **Dr. Markus Müller**, CIO, Deutsche Telekom AG · **Alan Mulally**, President & CEO, Ford Motor Company · **Janusz Piechocinski**, Polish Deputy Prime Minister and Minister of Economy, Poland · **JP Rangaswami**, Chief Scientist, salesforce.com · **Dr. Philipp Rösler**, Federal Minister of Economics and Technology · **Arnold Schwarzenegger**, Former Governor of the State of California · **Peer Steinbrück**, SPD Chancellor Candidate, 2013 elections · **B. Kevin Turner**, COO, Microsoft Corporation · **Dr. Werner Vogels**, CTO, Amazon



Steve Ballmer,
CEO Microsoft Corporation



Eric Schmidt,
Executive Chairman Google



Arnold Schwarzenegger
Former Governor of the State of California

Confirmed Speakers for CeBIT Global Conferences 2014 (excerpt)



Jimmy Wales
Founder
Wikipedia



Steve Wozniak
Co-Founder
Apple Computer



Cristina Riesen
General Manager
for Europe
Evernote



Bryan Trussel
CEO
Glympse



Per Simonsen
CEO Telenor
Connexion



Hamid Akhavan
CEO
Unify



Talmon Marco
CEO
Viber Media



Natalya Kaspersky
CEO
Infowatch



Eugene Kaspersky
CEO & Chairman
Kaspersky Lab



Mikko Hypponen
Chief Research
Officer
F-Secure



Mike Olson
CEO
Cloudera



Lars Fjeldsoe-Nielsen
Head of Mobile
Dropbox



**CENTER
Stage**

– International Top Speakers

With seating for around 500 plus live webcasting, the Center Stage is the beating heart of the CeBIT Global Conferences. This is where the Who's Who of the industry and political circles give high-powered keynote addresses and engage in lively talks and panel discussions.

Participation as a speaker

Exclusively by invitation on the part of the CeBIT Global Conferences team. CeBIT exhibitors and non-exhibitors can also apply for speaker slots for themselves or recommend others as speakers via the "Call for Speakers".

Participation as a sponsor

Various exclusive, high-impact sponsorship options are available to give you plenty of added mileage on your involvement as a speaker. Sponsorship will not only make you stand out even taller for your target group(s), but also ensure major visibility for the entire run of the event.

Venue

CeBIT Global Conferences Hall

Call for Speakers

Apply now at
www.cebit.de/en/cgc_centerstage



Tom Enders,
CEO EADS



Dr. Werner Vogels,
CTO Amazon



– Formats

CEO Keynote (30 min.)	Only for CEOs and company founders; speakers' choice of topics.
Keynote (30 min.)	Keynote on one of the top-level themes.
Talk (30 min.)	On-stage interview hosted by a professional MC. Suggestions for interviewees gratefully received.
Panel discussion (45 min.)	Panel discussion on one of the top-level themes, max. of five panelists
What's next in tech? (10 min.)	Presentation slot for new products and innovations. Applications for presentation slots are free of charge. Successful applications are subject to a fee of € 7,000 plus VAT
Summit (90 min.)	You are free to create your program (lineup of topics and speakers), yourselves, with helpful input from the CeBIT Global Conferences team. The Summit is a fully integrated part of the overall conference program.



– Workshops, Coaching Sessions, Expert Panels

Intensive workshops, seminars and coaching sessions for audiences of up to 100. On the Power Stage, everything is geared to face-to-face dialogue, and expert panels illuminate and further explore topics raised on the Center Stage.

Participation as a speaker

CeBIT exhibitors and non-exhibitors can use the “Call for Speakers” to submit topic proposals, apply for speaker slots for themselves or recommend others as speakers. Slots are strictly limited. The topics and speakers will be selected by the CeBIT Global Conferences team.

Venue

CeBIT Global Conferences Hall

Call for Speakers

Apply now at
www.cebit.de/en/cgc_powerstage





– Workshops, Coaching Sessions, Expert Panels

Formats

Workshops, Seminars, Coaching sessions (45 min.)

Design and run your own workshops, seminars and coaching sessions. Please make sure your workshop/seminar/coaching session has a strong focus on interaction with attendees.

Expert panel (45 min.)

The program features a moderated expert panel on each main theme. Each panel can have a maximum of five experts. Active audience participation is encouraged.

Participation costs

Workshops, Seminars,
Coaching sessions
Expert panel (5 experts max.)

45 min.: € 1,950 (conception and running up to the booking party)

45 min.: € 950 (per expert)





– Speakers' Corner for New Ideas

What are the trends that are shaping our world? You tell us! If you are an IT professional or user, or the founder of a start-up, this is your chance to present your fascinating and topical ideas and projects in an informal address. The Open Stage has seating for over 60 knowledge-hungry attendees.

Participation as a speaker

CeBIT exhibitors and non-exhibitors can use the "Call for Speakers" to submit topic proposals, apply for speaker slots for themselves or recommend others as speakers. Slots are strictly limited. The topics and speakers will be selected by the CeBIT Global Conferences team.

Venue

CeBIT Global Conferences Hall

Call for Speakers

Apply now at
www.cebitt.de/en/cgc_openstage





– Speakers' Corner for New Ideas

Formats

Individual slots (25 min.)

Tell us about your current projects and innovations with reference to the top-level themes.

PechaKucha (6 min., 40 sec.)

6 minutes and 40 seconds to wow the audience with your ideas. That's 20 PowerPoint slides at 20 seconds each, so you'll need to get straight to the heart of the matter.

Participation costs

Individual slots

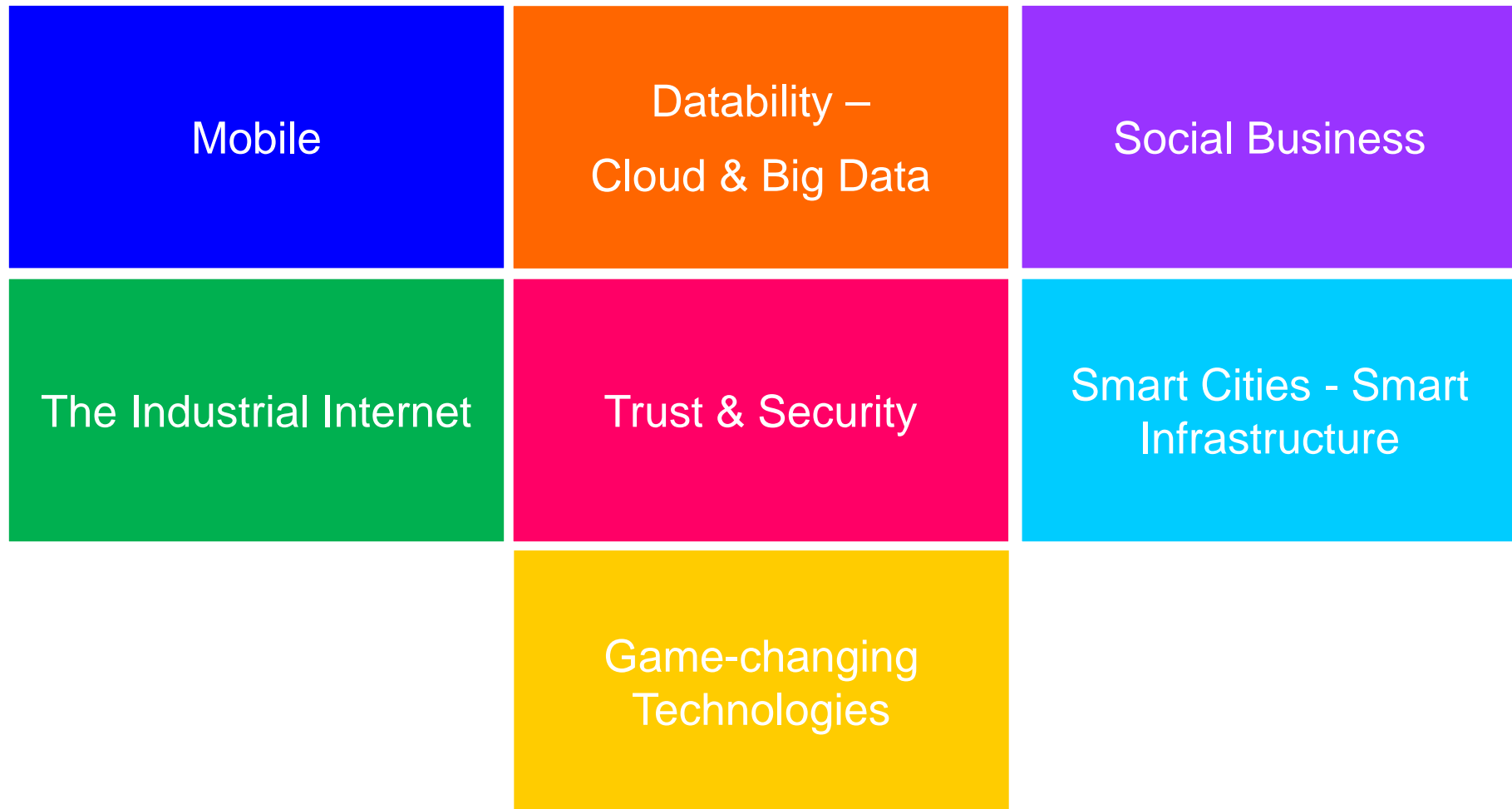
25 min.: € 790

PechaKucha

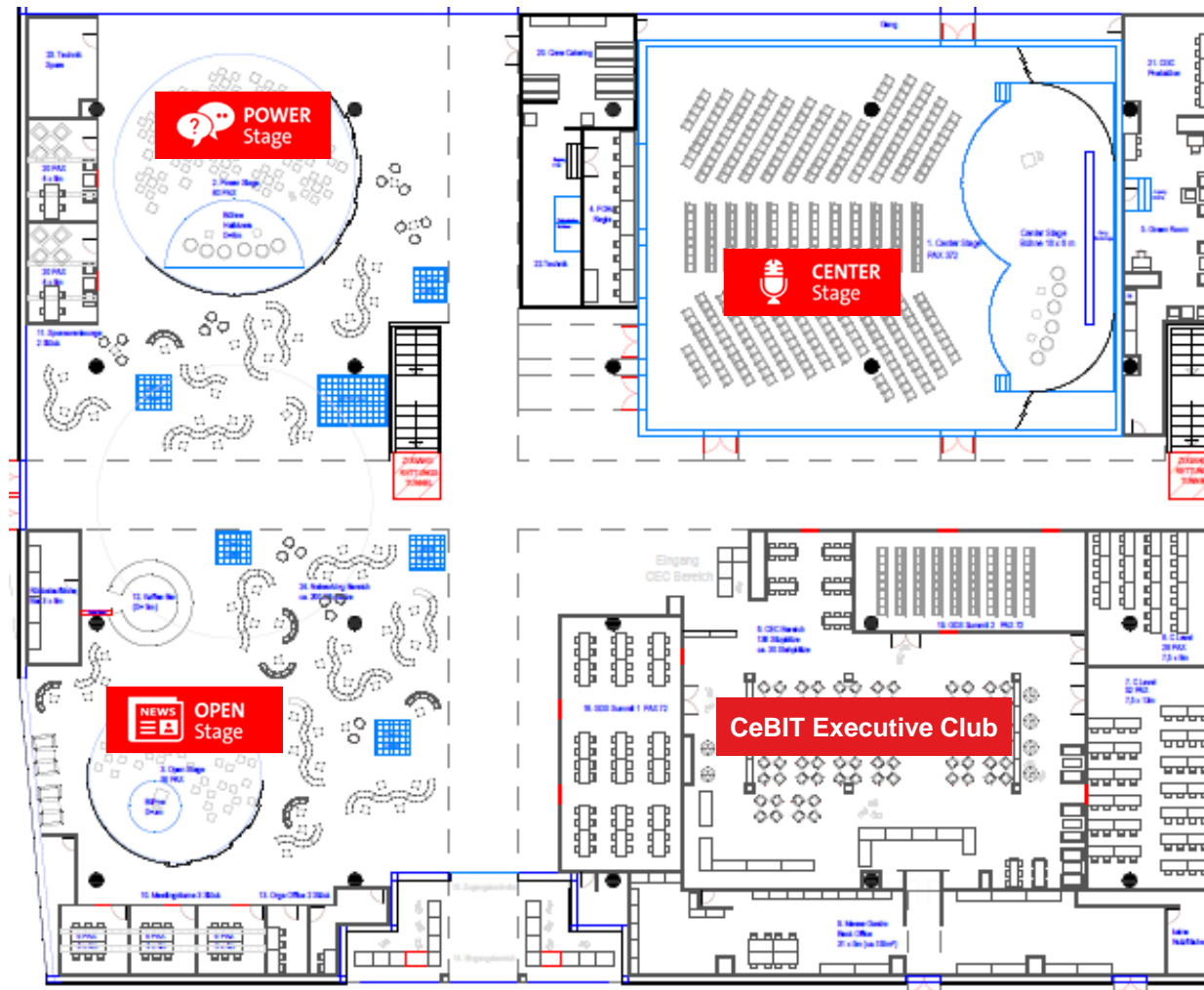
6 min. 40 sec.: € 250



Top-level Themes for 2014



Layout Conference Hall



 **CENTER Stage**

– International Top Speakers

 **POWER Stage**

– Workshops,
Coaching Sessions,
Expert Panels

 **OPEN Stage**

– Speakers Corner for new ideas

Hall 8

Preliminary program – Monday, 10 March 2014

Time	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
9.00 a.m.	Registration	Registration	Registration
9.30 a.m.			
10.00 a.m.			
10.30 a.m.	10.45 a.m. – 11.30 a.m. Opening Keynote	No sessions to be held parallel to the CEO Keynotes	No sessions to be held parallel to the CEO Keynotes
11.00 a.m.			
11.30 a.m.	11.30 a.m. – 1.00 p.m. CEO Keynotes		
12.00 noon			
12.30 p.m.			
1.00 p.m.	1.00 p.m. – 2.00 p.m. Networking Break	1.00 p.m. – 1.45 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	<div></div> 1.00 p.m. – 2.30 p.m. The Industrial Internet 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
1.30 p.m.			
2.00 p.m.	<div></div> 2.00 p.m. – 3.30 p.m. The Industrial Internet „The economic revolution continues“	2.00 p.m. – 2.45 p.m. Workshop, Seminar, Coaching Session „Choose your topic “	2.30 p.m. – 4.00 p.m. Partner Country Special 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
2.30 p.m.			
3.00 p.m.	<div></div> 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion	3.00 p.m. – 3.45 p.m. Workshop, Seminar, Coaching Session „Choose your topic “	4.00 p.m. – 5.30 p.m. Choose your topic 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
3.30 p.m.	3.30 p.m. – 5.00 p.m. Partner Country Summit		
4.00 p.m.		<div></div> 4.00 p.m. – 4.45 p.m. Expert Panel: The Industrial Internet „The economic revolution continues“	
4.30 p.m.			
5.00 p.m.			

Preliminary program – Tuesday, 11 March 2014

Time	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
9.00 a.m.	Registration	Registration	Registration
9.30 a.m.			
10.00 a.m.	10.00 a.m. – 11.30 a.m. CEO Keynotes	No sessions to be held parallel to the CEO Keynotes	No sessions to be held parallel to the CEO Keynotes
10.30 a.m.	30 min. CEO Keynote 30 min. CEO Keynote		
11.00 a.m.	30 min. CEO Keynote		
11.30 a.m.	<div>11.30 a.m. – 1.00 p.m. Mobile Payment 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion</div>	11.30 a.m. – 12.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	<div>11.30 a.m. – 1.00 p.m. Game-changing Technologies 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3</div>
12.00 noon		12.30 p.m. – 1.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
12.30 p.m.			
1.00 p.m.	1.00 p.m. – 2.00 p.m. Networking Break	<div>1.30 p.m. – 2.15 p.m. Expert Panel: Mobile Payment</div>	1.00 p.m. – 2.30 p.m. PechaKucha Session 14 Slots
1.30 p.m.			
2.00 p.m.	<div>2.00 p.m. – 3.30 p.m. Game-changing Technologies „Game changers that will shape our future“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion</div>	2.30 p.m. – 3.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	<div>2.30 p.m. – 4.30 p.m. Mobile Payment 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3</div>
2.30 p.m.			
3.00 p.m.			
3.30 p.m.	3.30 p.m. – 5.00 p.m. 90 min. Summit Organize and run your own summit as a fully integrated part of the overall conference program. Design and develop the program for your summit in consultation with the CeBIT Global Conferences team. Interested? Great! We look forward to hearing from you.	3.30 p.m. – 4.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
4.00 p.m.		<div>4.30 p.m. – 5.15 p.m. Expert Panel: Game-changing Technologies „The next game changers of our lives“</div>	
4.30 p.m.			
5.00 p.m.			
5.30 p.m.			

Preliminary program – Wednesday, 12 March 2014

Time	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
9.00 a.m.	Registration	Registration	Registration
9.30 a.m.			
10.00 a.m.			
10.30 a.m.	10.00 a.m. – 11.30 a.m. Datability - Cloud & Big Data „Opportunities & Challenges“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion	10.30 a.m. – 11.15 a.m. Workshop, Seminar, Coaching Session „Choose your topic“	Registration
11.00 a.m.			
11.30 a.m.	11.30 a.m. – 1.00 p.m. The Industrial Internet „Next-gen manufacturing and processes“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion	11.30 a.m. – 12.15 p.m. Expert Panel: Datability - Cloud & Big Data „Opportunities & Challenges“	
12.00 noon		12.30 p.m. – 1.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	11.30 a.m. – 1.00 p.m. Smart Cities - Smart Infrastructure 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
12.30 p.m.			
1.00 p.m.	1.00 p.m. – 2.00 p.m. Networking Break	1.30 p.m. – 2.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	1.00 p.m. – 2.30 p.m. Datability - Cloud & Big Data 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
1.30 p.m.			
2.00 p.m.	2.00 p.m. – 3.30 p.m. Smart Cities - Smart Infrastructure „How will we live in the future?“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion	2.30 p.m. – 3.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
2.30 p.m.			
3.00 p.m.			2.30 p.m. – 4.00 p.m. The Industrial Internet 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
3.30 p.m.	3.30 p.m. – 5.00 p.m. 90 min. Summit	3.30 p.m. – 4.15 p.m. Expert Panel: Smart Cities - Smart Infrastructure „How will we live in the future?“	
4.00 p.m.	Organize and run your own summit as a fully integrated part of the overall conference program. Design and develop the program for your summit in consultation with the CeBIT Global Conferences team. Interested? Great! We look forward to hearing from you.	4.30 p.m. – 5.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
4.30 p.m.			
5.00 p.m.			
5.30 p.m.			

Preliminary program – Thursday, 13 March 2014

Time	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
9.00 a.m.	<div>Registration</div> <div>10.00 a.m. – 11.30 a.m. Smart Cities - Smart Infrastructure „The connected City“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion</div>	<div>Registration</div> <div>10.30 a.m. – 11.15 a.m. Workshop, Seminar, Coaching Session „Choose your topic“</div>	<div>Registration</div>
9.30 a.m.			
10.00 a.m.			
10.30 a.m.			
11.00 a.m.			
11.30 a.m.	<div>11.30 a.m. – 1.00 p.m. Mobile Strategies 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion</div>	<div>11.30 a.m. – 12.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“</div>	<div>11.30 a.m. – 1.00 p.m. Datability - Cloud & Big Data 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3</div>
12.00 noon		<div>12.30 p.m. – 1.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“</div>	
12.30 p.m.			
1.00 p.m.	<div>1.00 p.m. – 2.00 p.m. Networking Break</div>	<div>1.30 p.m. – 2.15 p.m. Expert Panel: Datability - Cloud & Big Data „Creating business value from data “</div>	<div>1.00 p.m. – 2.30 p.m. Smart Cities - Smart Infrastructure 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3</div>
1.30 p.m.			
2.00 p.m.	<div>2.00 p.m. – 3.30 p.m. Trust & Security „Cyber war - The new silent warfare“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion</div>	<div>2.30 p.m. – 3.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“</div>	<div>2.30 p.m. – 4.00 p.m. Mobile Strategies 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3</div>
2.30 p.m.			
3.00 p.m.			
3.30 p.m.	<div>3.30 p.m. – 5.00 p.m. Datability - Cloud & Big Data „Creating business value from data“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion</div>	<div>3.30 p.m. – 4.15 p.m. Expert Panel: Trust & Security „Cyber war - The new silent warfare“</div>	
4.00 p.m.			
4.30 p.m.			
5.00 p.m.		<div>4.30 p.m. – 5.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“</div>	
5.30 p.m.			

Preliminary program – Friday, 14 March 2014

Time	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
9.00 a.m.	Registration	Registration	Registration
9.30 a.m.			
10.00 a.m.			
10.30 a.m.	10.00 a.m. – 11.30 a.m. Mobile Cloud Services 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion	10.30 a.m. – 11.15 a.m. Workshop, Seminar, Coaching Session „Choose your topic“	
11.00 a.m.			
11.30 a.m.	11.30 a.m. – 1.00 p.m. Social Business „Collaboration, Communication & Customer Empowerment“ 15 min. What's next in tech? 30 min. Keynote 45 min. Panel discussion	11.30 a.m. – 12.15 a.m. Expert Panel: Mobile Cloud Services	
12.00 noon			11.30 a.m. – 1.00 p.m. Game-changing Technologies 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
12.30 p.m.		12.30 a.m. – 1.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
1.00 p.m.	1.00 p.m. – 2.00 p.m. Networking Break		1.00 p.m. – 2.30 p.m. Social Business 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
1.30 p.m.		1.30 p.m. – 2.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
2.00 p.m.	2.00 p.m. – 3.30 p.m. Game-changing Technologies „3D Printing & The Quantified Self“ 30 min. Keynote 30 min. Keynote 45 min. Panel discussion	2.30 p.m. – 3.15 p.m. Expert Panel: Social Business „Collaboration, Communication & Customer Empowerment“	2.30 p.m. – 4.00 p.m. Mobile Cloud Services 30 min. Idea 1 30 min. Idea 2 30 min. Idea 3
2.30 p.m.			
3.00 p.m.			
3.30 p.m.	3.30 p.m. – 5.00 p.m. 90 min. Summit	3.30 p.m. – 4.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
4.00 p.m.	Organize and run your own summit as a fully integrated part of the overall conference program. Design and develop the program for your summit in consultation with the CeBIT Global Conferences team. Interested? Great! We look forward to hearing from you.		
4.30 p.m.		4.30 p.m. – 5.15 p.m. Workshop, Seminar, Coaching Session „Choose your topic“	
5.00 p.m.			
5.30 p.m.			

The stages - Overview

	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
Venue	CeBIT Global Conferences Hall	CeBIT Global Conferences Hall	CeBIT Global Conferences Hall
Main focus	Emphasis on hot topics and relevant content	Emphasis on hot topics and relevant content	Emphasis on hot topics and relevant content
Participation options	By invitation and via Call for Speakers	Call for Speakers	Call for Speakers
Open to	Exhibitors and non-exhibitors	Exhibitors and non-exhibitors	Exhibitors and non-exhibitors
Speaker level	CxOs, Founders	Experts	All
Attendees	300 – 500 CxOs, 1st and 2nd tier management, decision makers, young creatives, lateral thinkers	100 Executives/junior executives, in-house experts	60 All interested persons
Language	Primarily English (simultaneous English/German translation)	English / German	English / German
Live stream	Yes 30,000+ online followers	No	No
	Apply now at www.cebity.de/en/cgc_centerstage	Apply now at www.cebity.de/en/cgc_powerstage	Apply now at www.cebity.de/en/cgc_openstage

Prices

Formats	Center Stage International Top Speakers	Power Stage Workshops, Coaching Sessions, Expert Panels	Open Stage Speakers' Corner for New Ideas
CEO Keynote	30 min. slot on request		
Keynote/ Talk	30 min. Slot on request		
Panel (max. of 5 panelists)	45 min. slot on request		
What's next in tech?	10 min. slot €7,000		
Summit	90 min. slot on request		
Workshop, Seminars, Coaching Sessions		45 min. slot € 1,950	
Expert Panel (max. of 5 experts)		45 min. slot € 950	
Individual slots			25 min. slot € 790
PechaKucha			6 min. 40 sec € 250

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Power Stage and Open Stage