

9 / 10 MAIO

THE GREAT  
DIGITAL TECH  
(R)EVOLUTIONS

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LISBOA + ONLINE

9 / 10 MAY

THE IMPORTANCE OF  
APDC CONGRESSES

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APDC CONGRESSES





**The ICT sector is now crucial in all sectors of the economy as it can transform the economy and create jobs and, as this crisis has shown, plays the role of the main engine of the economy and society.**

**APDC has always been thinking about the sector and the real issues facing the country. The APDC congresses are a stage for discussions among professionals, for the exchange of ideas and synergies, with the aim of creating value and bringing about change.**

**And that is a change we all want to hear about, in the particular context in which we live.**



9 / 10 MAY





**9 / 10 MAY**

**Pedro Siza Vieira**

*President*

*Former Minister of  
State, Economy and  
Digital Transition  
(XXII Constitutional  
Government)*





# AUDITÓRIO DA FACULDADE DE MEDICINA DENTÁRIA – LISBOA

9 / 10 MAY

## Venue



AUDITÓRIO DA FACULDADE DE MEDICINA DENTÁRIA – LISBOA

- *Digital Ecosystems and Tokenization*
  - *Sustainability, Shortness of Talent and Future of Work*
- 
- *Financial Services and Regulated Digital Currencies*
  - *New wave of Public Administration Digital Services*

- *Metaverse*
  - *Quantum Communication and Computing*
- 
- *State of the Nation of Media*
  - *State of the Nation of Communications*



# 9 may



**09:30**      **OPENING SESSION**

**10:30**      **TOKENS AND THE CREATION OF  
ECONOMIC VALUE**

**11:15**      *Networking Moment*

**11:45**      **HOW DIGITAL DISRUPTIONS ARE  
CHANGING THE WAY WE WORK**

**12:15**      **SUSTAINABILITY IN THE DIGITAL  
DISRUPTION ERA**

**12:45**      **TBA**

**13:00**      *Networking Moment*

**14:30**      **FINANCIAL SERVICES AND REGULATED  
DIGITAL CURRENCIES**

**14:50**      **THE FUTURE OF DIGITAL EURO**

**15:35**      **ARTIFICIAL INTELLIGENCE DISRUPTION**

**16:20**      *Networking Moment*

**16:45**      **NEW WAVE OF PUBLIC ADMINISTRATION  
DIGITAL SERVICES**

**17:30**      **TBA**

**17:45**      **BEST THESIS AWARD CEREMONY**

**18:00**      **1<sup>st</sup> DAY CLOSING REMARKS**

**18:15**      **AWARD CEREMONY CITIES AND  
TERRITORIES OF THE FUTURE  
*followed by a Cocktail Dinatoire***



# 10 may



**09:30 2<sup>nd</sup> DAY WELCOME**

**09:45 IS THE RECOVERY AND RESILIENCE  
PLAN TRANSFORMING THE  
PORTUGUESE DIGITAL LANDSCAPE?**

**10:45 *Networking Moment***

**11:15 METAVERSE**

**12:00 QUANTUM COMMUNICATION AND  
COMPUTING**

**12:30 NEW CYBERSECURITY OPPORTUNITIES &  
RISKS**

**13:15 *Networking Moment***

**14:30 THE STATE OF NATION OF MEDIA**

**15:30 TBA**

**16:15 TELECOMMUNICATION  
INFRASTRUCTURES**

**17:00 NEW HONORARY MEMBERS SESSION**

**17:10 *Networking Moment***

**17:30 MINISTER OF INFRASTRUCTURE**

**17:45 THE STATE OF NATION OF  
COMMUNICATIONS**

**18:45 CLOSING SESSION**

9 / 10 MAY

*Opportunities*

*Opportunities*

*Opportunities*



# Why should you sponsor the Congress ?

The APDC Congress is the most prestigious and important national event in ICT and media market. This initiative highlights the most important trends in the sector and their impact on the economy.

A unique experience of contact with key players in the ICT sector and other sectors, providing an excellent opportunity to showcase your company's areas of activity and business.

**APDC reach + 31.000 contacts**

+ 11.000 contacts/APDC database

+ 20.000 followers/social networks

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# Sponsorship Opportunities



SPONSOR

**MAX**

15.000€ (+VAT)

SPONSOR

**PLUS**

10.000€ (+VAT)

SPONSOR

**XS**

2.500€ (+VAT)





# Sponsorship Opportunities

# DISRUPTIONS

THE GREAT  
DIGITAL TECH  
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## BENEFITS

### EXCLUSIVE

Slot of 7mn in the Congress programme for presentation (Keynote Speaker) or participation in a debate panel

✓

Live Talk – A short conversation (10mn) between CEOs of technology companies and a guest/client, on current topics. Recorded at the Congress venue, released after the event in a cycle of videocasts/podcasts

✓

✓

### PARTICIPATION

Live event registration

10

6

4

Specific code for digital event registration

✓

✓

✓

Invitations for reserved lunches

4

2

1

Reserved seat on the afternoon of day 2

2

1

### VISIBILITY

Logo in all the Congress' communication material

✓

✓

✓

Insertion of content in the congress newsletter

Exclusive NL

✓

Press Release with reference to sponsors

✓

✓

Media kit of the event with information about the sponsors

✓

Advertising pages in Comunicações magazine

2

1

Free participation in the Global ICT Directory through PACK 3 - Logo, descriptive text about the company, highlight box with coloured background + 1 advertising page

✓

✓

### SOCIAL NETWORKS

Reference (post and Story) Facebook, Instagram, LinkedIn e Twitter

✓

✓

Paid Media for the sponsors (2weeks)

✓

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# DISRUPTIONS

THE GREAT  
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## BENEFITS

### WEBSITE

- Logo on the Congresso website
- Reserved area on the Congress website for information on the sponsor

MAX

PLUS

XS

✓

✓

✓

✓

### PLATFORM & APP

- Logo on the web app and mobile app with link to sponsor website
- Virtual Quick-meeting
- Possibility of promoting a gamification initiative with participants

✓

✓

✓

✓

✓

✓

✓

✓

✓

### VIDEOS

- Video-loop with sponsors' logos in between sessions
- Video before the State of the Nation of Communications (up to 30 seg.)
- Video of the sponsors (up to 30 seg.) in loop, in the opening and closing of the 2 days

✓

✓

✓

✓

✓

✓

### STANDS

- Virtual Stand

✓

✓

### POST-CONGRESS

- Logo in the newsletter with videos of the congress sessions sent to APDC Database
- Reference in UPDATE - newsletter with the main ideas of the congress send to APDC database
- Reference on the congress article published in the COMUNICAÇÕES magazine
- Access to the list of participants who have authorised to share contacts

✓

✓

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✓



# Sponsorship Opportunities

## EXCLUSIVE SPONSORSHIPS



### AUDITORIUM CHAIRS

Covers placed on the auditorium chairs with the sponsor's logo

10.000€ (+VAT)



### BADGES

Lanyard given to the participants with the logo of the sponsor

7.500€ (+VAT)



### VÍDEOS

8 videos (max.1mn) between sessions to be agreed with the sponsor (2 in each half day)

10.000€ (+VAT)



### INCLUSION

Translation and sign language. Sponsor logo on screen

10.000€ (+VAT)



### DIGITAL SPONSOR

Rotative banner, featured in 4 tabs of the web app and footer in the mobile app

10.000€ (+VAT)



### MOBILE PHONE CHARGING STATION

2 Totems for charging mobile phones, with digital content from the sponsor, placed in a prominent location

7.500€ (+VAT)



### RESERVED LUNCHES

Decoration of the space and table reserved for guests

5.000€ (+VAT)

Further details on the following slides

Sponsorship  
Opportunities

EXCLUSIVE

## SPONSORSHIPS

# DISRUPTIONS

THE GREAT  
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(R)EVOLUTIONS



BENEFITS	AUDITORIUM CHAIRS	BADGES	VIDEOS	INCLUSION	DIGITAL SPONSOR	MOBILE PHONE CHARGING STATION	RESERVED LUNCH
<b>PARTICIPATION</b>							
Live event registration	4	4	4	4	4	4	4
Specific code for digital event registration	✓	✓	✓	✓	✓	✓	✓
Invitations for reserved lunches	2	2	2	2	2	2	6
Reserved seat on the afternoon of day 2	1	1	1	1	1	1	1
<b>VISIBILITY</b>							
Logo in all the Congress' communication material	✓	✓	✓	✓	✓	✓	✓
Press Release with reference to sponsors	✓	✓	✓	✓	✓	✓	✓
Advertising pages in Comunicações magazine	1	1	1	1	1	1	1
Reference (post and Story) Facebook, Instagram, LinkedIn and Twitter	✓	✓	✓	✓	✓	✓	✓
<b>SITE</b>							
Logo on the Congresso website	✓	✓	✓	✓	✓	✓	✓



Sponsorship Opportunities



EXCLUSIVE

SPONSORSHIPS

ATIONS

THE GREAT  
DIGITAL TECH  
(R)EVOLUTIONS

BENEFITS	AUDITORIUM CHAIRS	BADGES	VIDEOS	INCLUSION	DIGITAL SPONSOR	MOBILE PHONE CHARGING STATION	RESERVED LUNCH
<b>PLATFORM &amp; APP</b>							
Logo on the platform with link to sponsor website	✓	✓	✓	✓	✓	✓	✓
Virtual Quick-meeting	✓	✓	✓	✓	✓	✓	✓
Possibility of promoting a gamification initiative with participants	✓	✓	✓	✓	✓	✓	✓
<b>VIDEOS</b>							
Video-loop with sponsors' logos in between sessions	✓	✓	✓	✓	✓	✓	✓
<b>STANDS</b>							
Logo on the signage of the congress	✓	✓	✓	✓	✓	✓	✓
Virtual stand	✓	✓	✓	✓	✓	✓	✓
<b>POST-CONGRESS</b>							
Logo in the newsletter with videos of the congress sessions sent to APDC Database	✓	✓	✓	✓	✓	✓	✓
Reference in UPDATE - newsletter with the main ideas of the congress send to APDC database	✓	✓	✓	✓	✓	✓	✓
Reference on the congress article published in the COMUNICAÇÕES magazine	✓	✓	✓	✓	✓	✓	✓

# **VIRTUAL STAND**

3.000€ (+VAT)

# DISRUPTIONS

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Several stand models are available to the exhibitor so that he can choose the one that best suits his communication strategy;

Clickable areas can be inserted above the image, which can open PDF files, links, videos or images;

**The virtual stand can also contain:**

1 banner with the company's image | Descriptive text about the company |  
1 video | 3 PDF | 3 external links | 1 questionnaire | 1 video chat room

**The stands must have representatives interacting with the visitors.**







# VIRTUAL STAND

3.000€ (+VAT)

# DISRUPTIONS

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**DISRUPTIONS**



# WEB APP & MOBILE APP

## Features



### WEB APP

- Programme and speakers
- Personal customisable agenda
- Session evaluation
- Feedback
- Downloadable materials
- Search
- Streaming integration
- Real-time chat
- Networking (participant list, message exchange, arranging meetings)
- Video-chat meetings
- Live questions and televoting
- Photo mural
- Exhibitors
- Gamification



### MOBILE APP

- Programme and speakers: search and filter
- Personal customisable agenda
- Session evaluation
- Feedback
- Search
- Streaming integration
- Networking
- Live questions
- Televoting
- Event plan
- Notifications

# APDC

# Sponsors

## SILVER SPONSORS

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accenture

altice

Capgemini

devoteam

DXC  
TECHNOLOGY

ERICSSON

HUAWEI

NOKIA

NOS

vodafone

## SPONSORS FOR TALENT

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AON

thekeytalent

## BRONZE SPONSORS

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AXIANS | CISCO | DELOITTE | GOOGLE | HP | HPE | IBM | INETUM

KYNDRYL | MICROSOFT | MINSAIT | SAS | SAP | VANTAGE TOWERS

## PARTNERS

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CIRCLE | MP RELATIONS

VIATECLA | VdA



# Contacts

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**[congresso.apdc.pt](http://congresso.apdc.pt)**

**\*National Mobile Network  
Cost of the call applied in accordance  
the client's tariff with their operator**

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