

14 — 15 May



40 YEARS

FUTURIZING

33° DIGITAL  
BUSINESS  
CONGRESS

LISBOA  
+ONLINE

The ICT sector is crucial in all sectors of the economy as it can transform the economy and create jobs and, as the recent crisis had 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.

# 14 – 15 May

Hybrid Event in Portuguese/  
simultaneous translation to English.  
Live-Streamed from the congress venue

**Venue:** Auditório Faculdade  
de Medicina Dentária - Lisboa

**ARLINDO OLIVEIRA**

Congress Chairman

Distinguished Professor of  
Instituto Superior Técnico,  
President of INESC,



# AGENDA



EUROPEAN  
DIGITAL  
CONGRESS

## May 14<sup>th</sup>

- 09:30 OPENING SESSION**
- 10:00 LIVING IN A FUTURE WITH AI**
- 10:40 PORTUGAL 2030 DIGITAL STRATEGY: AI, WEB 3.0 AND DATA**
- 11:40** Networking Moment – COFFEE-BREAK
- 12:00 AI STRATEGIES IN EUROPE: NAVIGATING EXCELLENCE AND TRUST**
- 13:00** Networking Moment – LUNCH BREAK
- 14:30 PORTUGAL'S PRR: SHOWCASING AI FOR THE FUTURE**
- 15:00 IMPACT OF AI IN MAJOR INDUSTRIES**
- 16:00 REGULATION OF AI APPLICATIONS**
- 16:30** Networking Moment – COFFEE-BREAK
- 17:00 TALENT**
- 18:00 1<sup>st</sup> DAY CLOSING SESSION**
- 18:15 AWARD CEREMONY CITIES AND TERRITORIES OF THE FUTURE**  
*followed by a Cocktail*

## May 15<sup>th</sup>

- 09:30 2<sup>nd</sup> DAY WELCOME**
- 09:45 40 YEARS OF APDC: A CRUCIAL STAKEHOLDER FOR A DIGITAL PORTUGAL**
- 10:00 APDC'S TECHNOLOGY PRIORITIES FOR PORTUGAL**
- 10:45 WILL EUROPE BE A DIGITAL GLOBAL POWER?**
- 11:00** Networking Moment – COFFEE-BREAK
- 11:30 EUROPEAN REGULATIONS – WHAT TO DEAL WITH IT**
- 11:40 PORTUGAL AS THE NEXT SILICON VALLEY OF EUROPE**
- 11:50 THE ROLE OF PORTUGAL**
- 12:15 FROM 5G DEPLOYMENT TO TRANSFORMATION: A TANGIBLE JOURNEY FOR PORTUGAL**
- 12:25 INFRASTRUCTURE VENDORS & CONNECTIVITY ENABLERS**
- 12:45 BEST THESIS AWARD CEREMONY**
- 13:00** Networking Moment – LUNCH BREAK
- 14:30 THE STATE OF THE NATION OF MEDIA**
- 15:55 AI AMPLIFIED: REVOLUTIONIZING OUTSOURCING**
- 15:45** Networking Moment – COFFEE-BREAK
- 16:15 TELECOMMUNICATION INFRASTRUCTURES**
- 17:00 THE STATE OF THE NATION OF COMMUNICATIONS**
- 18:30 CLOSING SESSION**



opdc 33% DIGITAL BUSINESS CONGRESS

40 YEARS

# FUTURIZING

# WHAT'S NEW IN 2024

# What's New in 2024



## **PREMIUM LOUNGE & ROUNDTABLES**

- A new Premium Lounge will be available for speakers, guests, and Leader ticket holders. It will provide a comfortable atmosphere for networking, refreshments, and a series of roundtable discussions.

## **OUTDOOR MARQUEE**

- An outdoor marquee in the venue for reserved lunches, congress launch dinner and executive breakfast.

## **NEW TICKETING OPTIONS**

- Regular: 1 or 2 day pass
- Gold: Priority access, reserved seating, reserved lunches & congress launch dinner (May 13<sup>th</sup>)
- Leader: All Gold benefits + Premium Lounge & Executive Breakfast (May 15<sup>th</sup>)

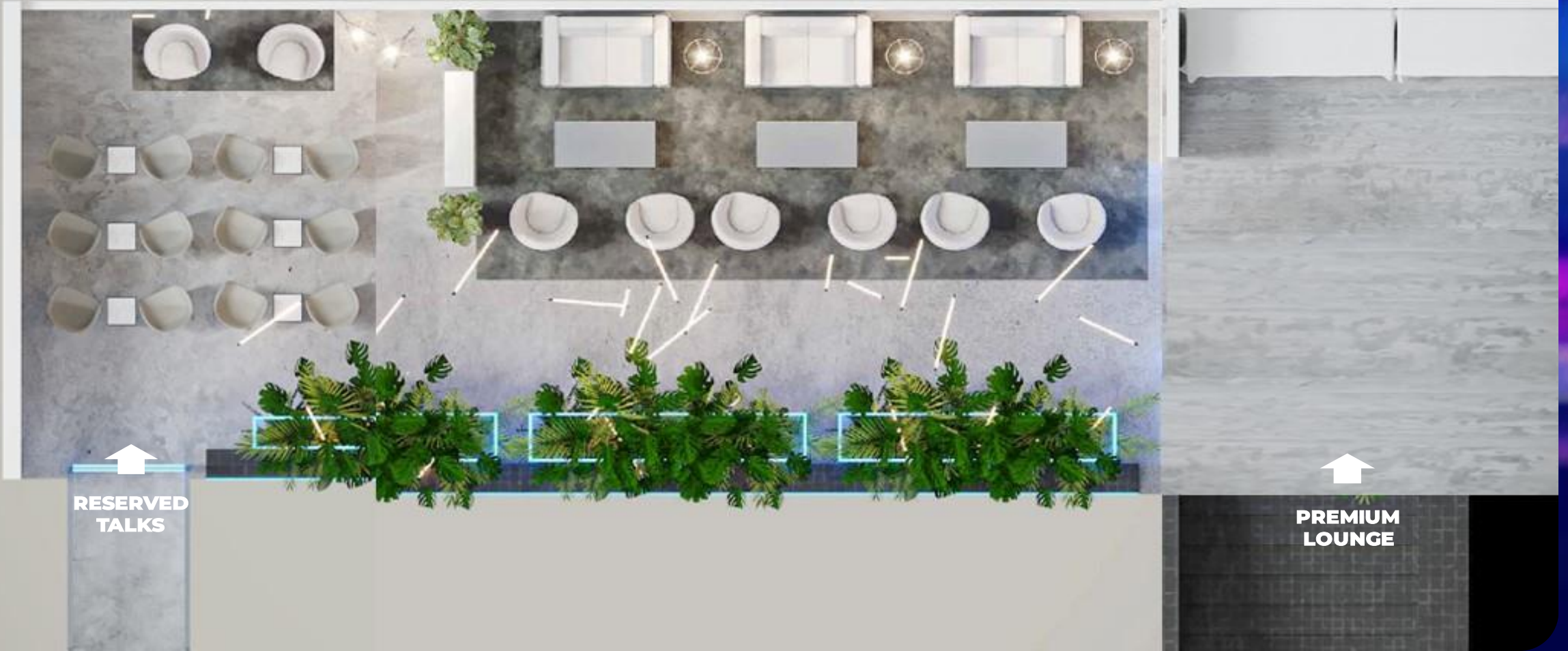
## **ENGAGEMENT & NETWORKING**

- Introducing Gamification on our event platform to boost participant engagement,
- QR Code-enabled badges for seamless networking opportunities

OPDC 40 YEARS

# What's New in 2024

## Premium Lounge





# What's New in 2024

## Premium Lounge



# What's New in 2024

Outdoor Marquee



FUTURE

## New Ticketing Options

GENERAL 1 DAY
Access to exhibition & auditorium
Access to event app & participant profile on the event app for networking
Networking Coffee-breaks on the event hall
Networking Lunches on the event hall
Participation in the Gamification Awards

GOLD 2 DAYS
Access to exhibition & auditorium
Access to event app & participant profile on the event app for networking
Networking Coffee-breaks on the event hall
Participation in the Gamification Awards
VIP Networking Lunches (14 <sup>th</sup> & 15 <sup>th</sup> May)
Priority seating area in main auditorium (600 capacity)
Priority check-in at registration & VIP badge
VIP Speakers & Guests Reception & Dinner (13 <sup>th</sup> may)

LEADER 2 DAYS
Access to exhibition & auditorium
Access to event app & participant profile on the event app for networking
Networking Coffee-breaks on the event hall
Participation in the Gamification Awards
VIP Networking Lunches (14 <sup>th</sup> & 15 <sup>th</sup> May)
Priority seating area in main auditorium (600 capacity)
Priority check-in at registration & VIP badge
VIP Speakers & Guests Reception & Dinner (13 <sup>th</sup> may)
VIP Leaders Lounge (VIP networking & complimentary food & beverages)
Executive Breakfast with Keynote speaker (14 <sup>th</sup> or 15 <sup>th</sup> may)

New in-person congress access tickets are available:

- **REGULAR Ticket:** 1 or 2 days
- **GOLD Ticket:** Priority accreditation, reserved area in the auditorium, access to reserved lunches and congress welcome dinner (May 13<sup>th</sup>)
- **LEADER Ticket:** Includes everything in the previous tickets, plus access to the Premium Lounge and Executive Breakfast (May 15<sup>th</sup>). Connect and discuss key industry issues with a guest speaker from the congress lineup over a special breakfast (exclusive to LEADER Ticket holders).

SPONSORSHIP

opdc 40 YEARS  
33% DIGITAL BUSINESS CONGRESS




FUTURIZING

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 and excelente opportunity to showcase your company's áreas of activity and business.

-  **APDC reach + 33.000 contacts**
-  + 13.000 contacts/APDC database
-  + 20.000 followers/social networks

# Last Edition

**9.760**

PARTICIPANTS

701 ONSITE | 9.059 ONLINE

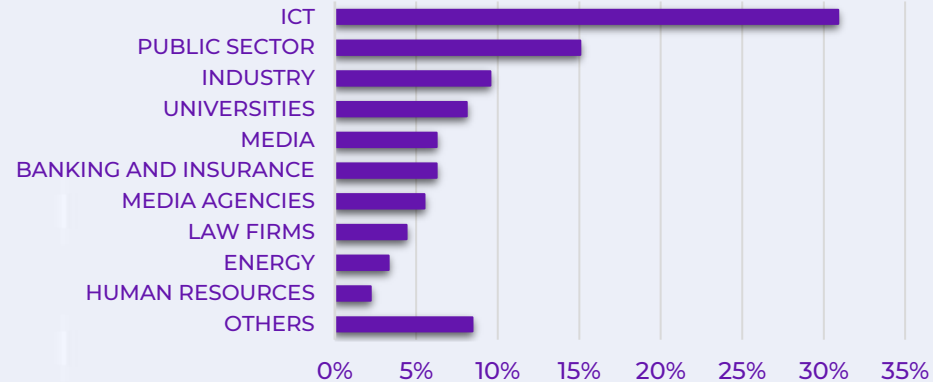
**272**

COMPANIES ONSITE

## AUDIENCE PROFILE - ONSITE

Mostly C-level, decision-makers.  
Senior executives responsible for  
technology, innovation, operations,  
sales...

## MAIN SECTORS - ONSITE



# SPONSORSHIPS



- **PREMIUM SPONSOR**
- **EXTRA SPONSOR**
- **ESSENTIAL SPONSOR**
- **EXCLUSIVE SPONSORSHIPS**
  - DIGITAL SPONSOR
  - AUDITORIUM ENTRANCE
  - AUDITORIUM
  - LOUNGE
  - CHECK-IN
  - BADGES
  - PHOTO WALL
  - INCLUSION
  - EXHIBITOR
  - CONGRESS DINNER
  - CONGRESS LUNCH
  - BAR

OPDC 33° DIGITAL BUSINESS CONGRESS

**Premium  
Sponsor**

€15k

**EXCLUSIVE**

**Slot of 7mn in the Congress agenda as Keynote Speaker or participation in a debate panel**

Live Talk – a short conversation between the Sponsor's representative and a guest/client on current topics. Recorded at the Congress venue, released after the event in a Cycle of videocasts/podcasts

**PARTICIPATION**

10 Live event registration

Specific code for digital event registration

4 Invitations for reserved lunches

2 Reserved seat on the afternoon of day 2

**VISIBILITY**

Logo in all the Congress' communication material

Exclusive Newsletter sent to APDC database

Press Release with reference to sponsors

2 Advertising pages in Comunicações magazine

Free participation in the Global ICT Directory through PACK 3 – logo, descriptive text about the Company, highlight box with coloured background + 1 advertising page

\* plus VAT





**Premium  
Sponsor**

€15k

#### **SOCIAL NETWORKS**

Reference (post and Story) Facebook, Instagram, LinkedIn and X

#### **WEBSITE**

Logo on the Congresso website

#### **PLATFORM & APP**

Logo on the platform 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 30seg)

Video of the sponsors (>1 min.), 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 DB

Reference in UPDATE - newsletter with the main ideas of the congress

Access to the list of participants who have authorized to share contacts

\* plus VAT

**Extra  
Sponsor**

€10K

#### EXCLUSIVE

**Live Talk – a short conversation between the Sponsor's representative and a guest/cliente on current topics. Recorded at the Congress venue, released after the event in a Cycle of videocasts/podcasts**

#### PARTICIPATION

6 Live event registration

Specific code for digital event registration

2 Invitations for reserved lunches

1 Reserved seat on the afternoon of day 2

#### VISIBILITY

Logo in all the Congress' communication material

Insertion of content in the congress newsletter

Press Release with reference to sponsors

1 Advertising page in Comunicações magazine

Free participation in the Global ICT Directory Through PACK 3 – logo, descriptive text about the Company, highlight box with coloured background + 1 advertising page

\* plus VAT

**Extra  
Sponsor**

€10K

#### **SOCIAL NETWORKS**

Reference (post and Story) Facebook, Instagram, LinkedIn and X

#### **WEBSITE**

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\* plus VAT

**Essencial  
Sponsor**

€2,5K

**QUANTUM**  
**COMMUNICATION COMMUNITY**

\* plus VAT

#### **PARTICIPATION**

4 Live event registration

Specific code for digital event registration

1 Invitation for reserved lunches

#### **VISIBILITY**

Logo in all the Congress' communication material

#### **WEBSITE**

Logo on the Congress Website

#### **PLATFORM & APP**

Logo on the platform 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

#### **POST-CONGRESS**

Logo in the newsletter with videos of the congress sessions sent to APDC Database

# EXCLUSIVE SPONSORSHIPS

The Congress offers a large number of exclusive sponsorships that provide sponsors with great visibility and notoriety.

In addition to the benefits related to their sponsorship (mentioned in the next slides), companies also benefit from the following advantages:

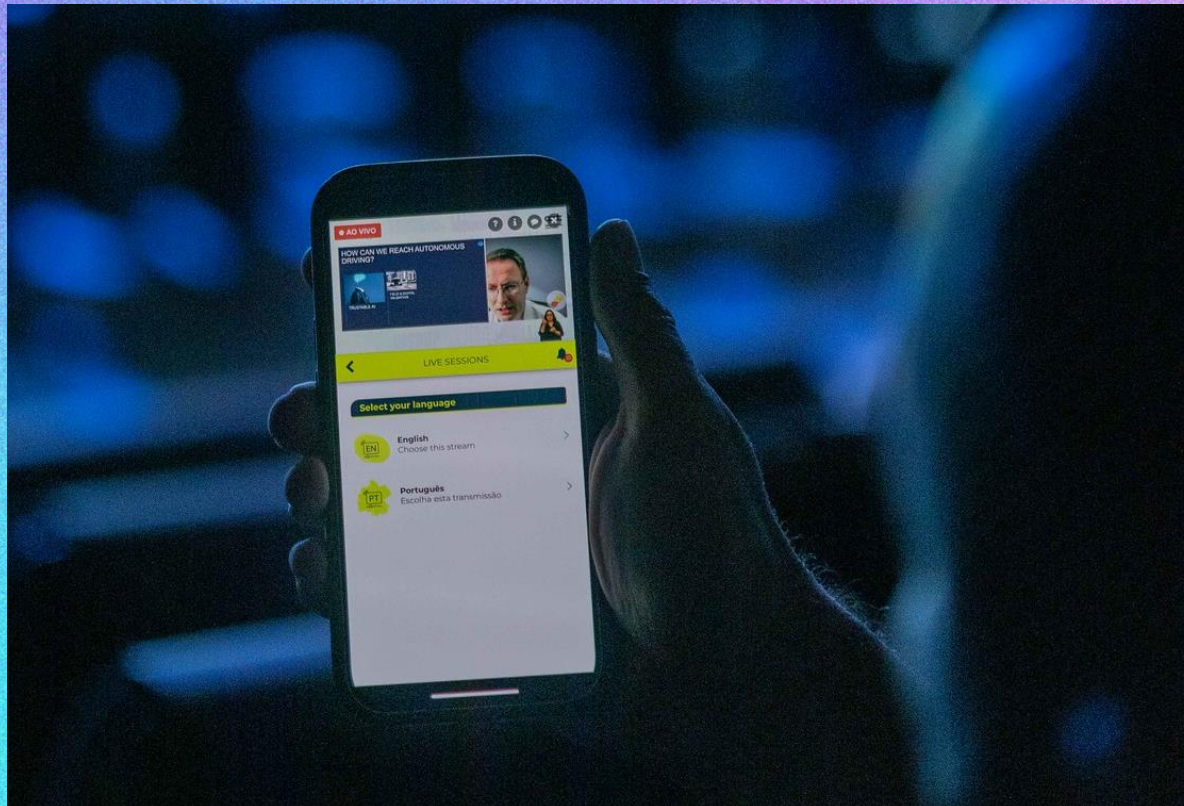
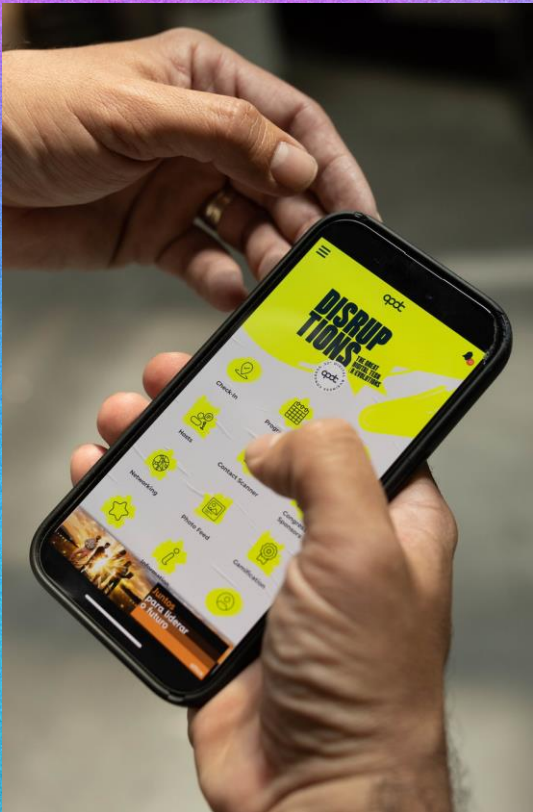
- PARTICIPATION**
- 4 Live event registration
- Specific code for digital event registration
- 2 Invitations for reserved lunches
- 1 Reserved seat on the afternoon of day 2
- VISIBILITY**
- Logo in all the Congress' communication material
- Press Release with reference to sponsors
- 1 Advertising page in Comunicações magazine
- SOCIAL NETWORKS**
- Reference (post and Story) Facebook, Instagram, LinkedIn and X
- WEBSITE**
- Logo on the Congresso website
- PLATFORM & APP**
- Logo on the platform 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
- STANDS**
- Virtual Stand
- POST-CONGRESS**
- Logo in the newsletter post-congress sent to APDC Database
- Reference in UPDATE - newsletter with the main ideas of the congress

## DIGITAL SPONSOR

€10k

- ROTATIVE BANNER FEATURED IN 4 TABS OF THE WEB APP
- FOOTER IN THE MOBILE APP

SOLD OUT



\* plus VAT

EUROPEAN

# AUDITORIUM ENTRANCE

€10k

- PORTICO WITH SPONSOR'S IMAGE PLACED ON THE 3 DOORS OF THE AUDITORIUM

SOLD OUT



\* plus VAT

EDUTURINCC

## AUDITORIUM

€10k

- COVERS WITH THE SPONSOR'S LOGO ON THE AUDITORIUM SEATS
- QR CODE LINKED TO THE WEBSITE OR VIDEOS

SOLD OUT



\* plus VAT

EDUTURINCC



# LOUNGE

# €10k

- LOGO ON THE LOUNGE WALL
- BRANDED SOME FURNITURE
- SOFAS AREA RESERVED FOR THE SPONSOR

SOLD OUT



\* plus VAT

EDUCATION

# CHECK-IN

€7,5k

- LOGO AT THE VENUE ENTRANCE
- LOGO AT THE CHECK-IN DESK

SOLD OUT



WELCOMED PARTICIPANTS

\* plus VAT

## BADGES

€7,5k

- LANYARDS WITH THE SPONSOR'S LOGO
- THE LANYARDS ARE PROVIDED BY THE SPONSOR

SOLD OUT



\* plus VAT

DISRUPTIONS

# PHOTOWALL

€5k

- LOGO ON THE PHOTOWALL
- DELIMITED AREA FOR THE PHOTOWALL

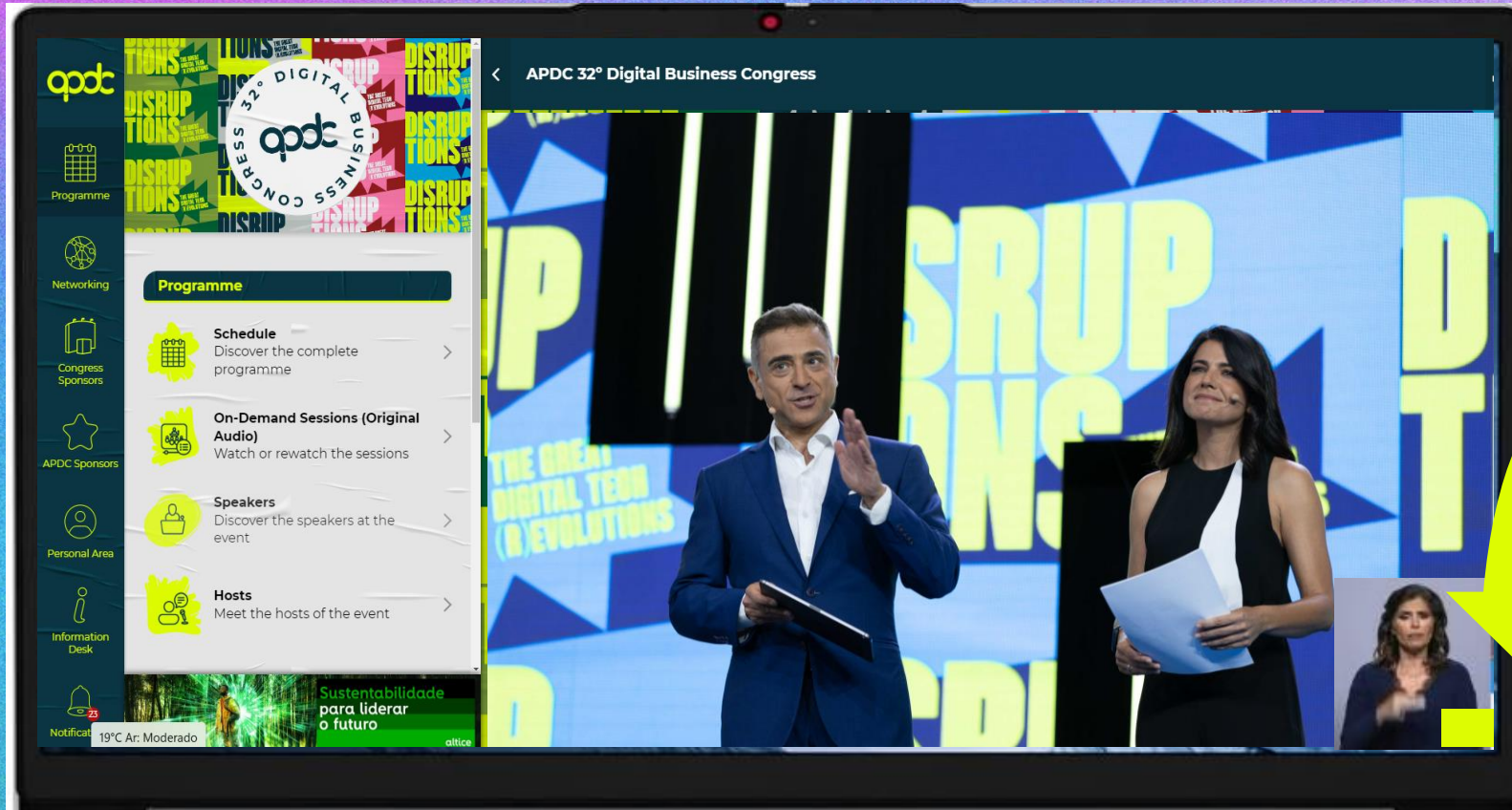


\* plus VAT

# INCLUSION

# €5k

- SPONSORSHIP OF SIGN LANGUAGE TRANSLATION
- SPONSOR'S LOGO ON THE SCREEN NEXT TO THE TRANSLATORS - STREAMING ONLY



SPONSOR'S LOGO

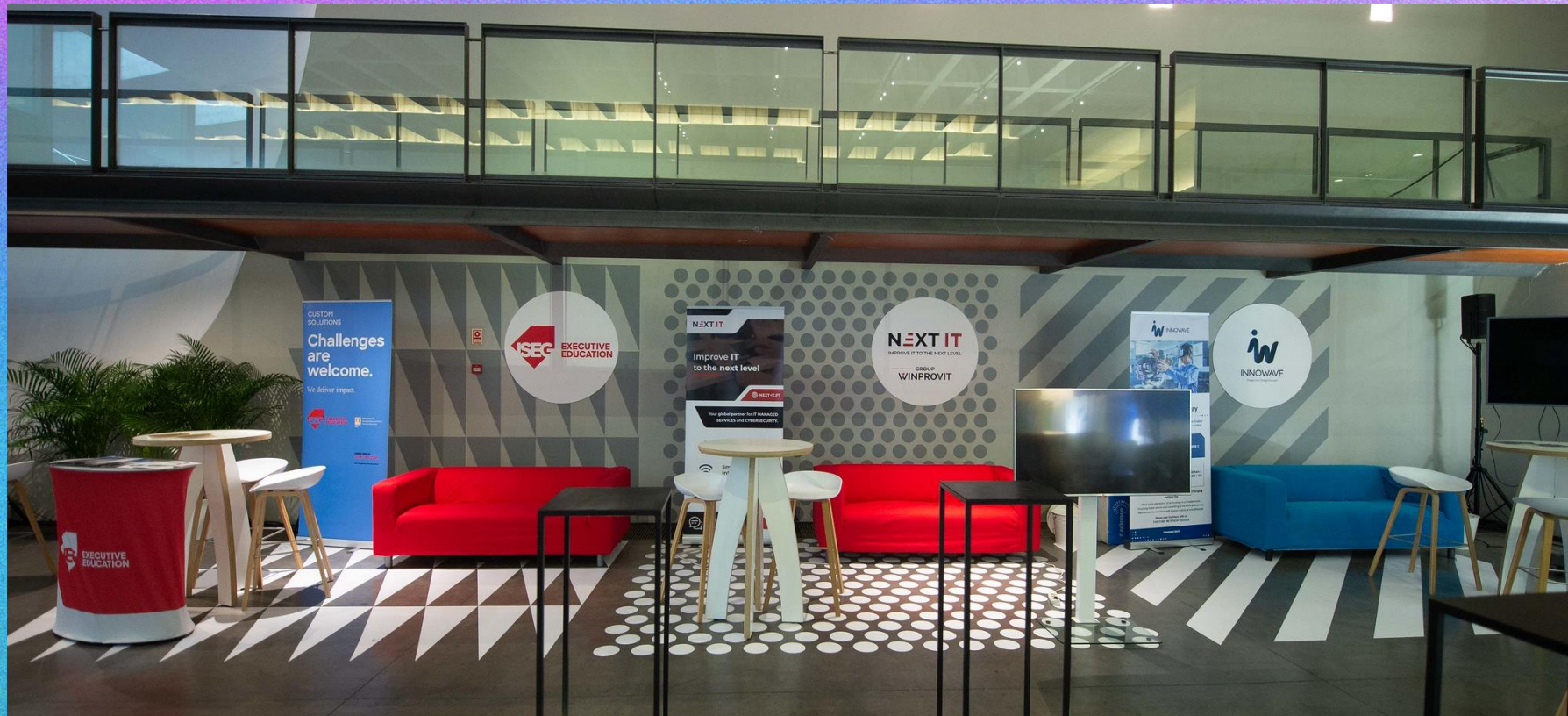
\* plus VAT

DISRUPTING

## EXHIBITOR

# €5k

- STAND WITH 8M2
- EXHIBITOR LOGO PRINTED ON THE BACK WALL
- FURNITURE TO BE DEFINED



\* plus VAT

EDUTURINCO

## CONGRESS DINNER

€5k

- 6 INVITATIONS TO THE CONGRESS DINNER
- WELCOME SPEECH TO THE PARTICIPANTS
- SPONSOR BRANDING IN THE DINING ROOM
- SPONSOR LOGO IN THE MENU



\* plus VAT

## CONGRESS LUNCH

€5k/per day

- 6 INVITATIONS TO THE CONGRESS LUNCH
- SPONSOR BRANDING IN THE LUNCH ROOM

SOLD OUT



\* plus VAT

EDUTURINCO



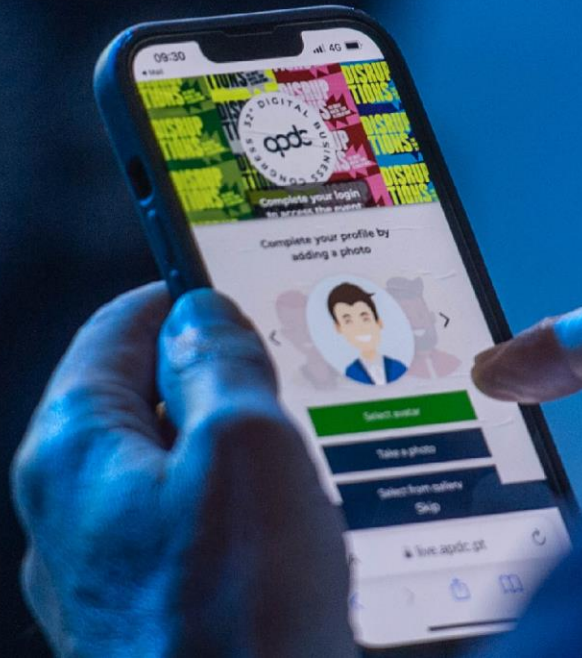
## BAR

€5k

- SPONSOR'S LOGO ON TOP OF THE BAR
- BAR WALL DECORATION
- BRAND ACTIVATION AT THE BAR



# Web App Mobile App



FUTURIZING

# 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)
- 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 and televoting
- Event plan
- Notifications

# GAMIFICATION







## Ready to play at #DBC?

Through the Congress web app and mobile app, we will be awarding medals and prizes to all Participants who stand out in the various interaction modalities. For each action, the participant earns points and the related badge. In the end, whoever has the most points will be entitled to prizes.

## Prizes

The prizes are offered by APDC member companies, which will benefit from the visibility of their brand in the communication.

Participate [HERE](#)

		
PHOTOGRAPHER	MOVIE DIRECTOR	EVALUATOR
		
POPULAR	COMMUNICATOR	TRAVELER

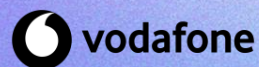
  

Badge	Ação	Pontuação
Photographer	Publicar uma foto no mural de fotos	3
Movie Director	Enviar um vídeo de 5 a 10 segundos através da web app	3
Evaluator	Avaliar sessões	3
Popular	Receber 5 gostos numa publicação	2
Communicator	Enviar mensagens a outros participantes	2
Traveler	Visitar stands de exposição	3

# CONGRESS Sponsors



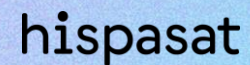
## PREMIUM SPONSORS



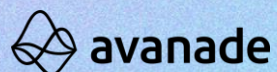
## EXTRA SPONSOR



## ESSENTIAL SPONSOR



## SPONSORS



## MEDIA PARTNER

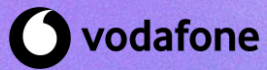


# APDC Sponsors

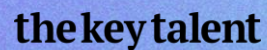


EUROPEAN  
DIGITAL  
TRANSFORMATION  
CONGRESS

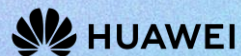
## GOLD SPONSORS



## PARTNERS FOR TALENT



## SILVER SPONSORS



## BRONZE SPONSORS

ACCENTURE

AWS

AXIANS

CISCO

DELOITTE

GOOGLE

HP

HPE

INETUM

KYNDRYL

MINSAIT

SALESFORCE

SAP

VANTAGE TOWERS

## PARTNERS

CIRCLE

ETHIACK

MP RELATIONS

VIATECLA

VdA

Thank  
you

EUROPEAN  
COUNCIL