



Digital Economy and Telecommunications Summit

Digitalisation and Sustainability
for the recovery of the society
NOW OR NEVER

2 - 4 September 2020
#santander34

ORGANIZED BY



www.economiadigitalsantander.es

Digitalisation and sustainability for the recovery of the society NOW OR NEVER

- **Challenges to society and the economy**
(in a Post COVID-19 context)
- **Digital technology** as an enabler for recovery

34th Digital Economy and Telecommunications Summit



INDUSTRY BENCHMARK

The flagship Summit of the digital industry in Spain. As every September, AMETIC celebrates its **34th edition** focused on **"Digitalisation and sustainability for the recovery of the society. NOW OR NEVER"**.



NETWORKING

The Summit will bring together the top representatives of the **business, political, academic and administrative** spheres at **national and international** level that will shape the present and future of the sector



ANALYSIS

In the Summit we will make a comprehensive analysis of the current and future situation of the hypersector. We will address the **digital technology landscape in the short, medium and long term and its impact on society and the economy**, as well as its role in economic and social recovery in a post-COVID-19 scenario



NEW FORMAT

100% digital format with multiple possibilities, from plenary presentations, to one-to-one meetings, or access to exclusive debates and inspirational talks.

An interactive and flexible digital format that adapts to the needs of each attendee and that will allow us to reach more audiences and more countries.



FORWARD LOOKING

At the end of the Summit a report will be made with the main conclusions, which will help the digital industry and government agencies to work in the **future of the sector and the society**

STRUCTURE AND FORMAT OF THE SUMMIT



2.5 DAYS



90 SPEAKERS



15 DISCUSSION PANELS



High
business and government
representation



MORE DIGITAL

100% ACCESSIBLE ONLINE

1

CHANNEL 1:
MAINSTREAM - MAIN CHANNEL

2

CHANNEL 2:
DISCUSSION SESSIONS & NETWORKING (ONE TO ONE)

3

CHANNEL 3:
PRESS ROOM

MAIN TOPICS

(Taking into account the Post COVID-19 scenario)



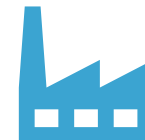
**Leading
Macroprojects**



**Smart Cities
Sustainable mobility
Intelligent Tourism**



**Digital talent, training
and employment**



**Industry 4.0
Reindustrialization
Digital Innovation Hubs**



**Sustainability
Smart Agro**



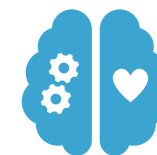
Digital Health



**Enabling technologies
Artificial Intelligence
Cybersecurity
Blockchain
Cloud
5G**



**Innovation
Quantum Computing**



**Digital Society and Ethics
Digital Legislation
European Union
Latam**

COMMUNICATION



MEDIA PRESENCE

Being the most important Summit of the digital sector, it is attended by the highest representatives of the government and the digital industry. The last edition was joined by the President of the Government, the Ministers of Industry, Tourism and Trade, the Minister of Economic Affairs and Digital Transformation and the Minister of Education and Vocational Training, several Secretaries of State and General Directors, as well as CEOs, CTOs and General Directors of major companies in the industry, which arouses the interest of all **online** and **offline** media, generating multiple news and interview opportunities.



SOCIAL MEDIA

The impact on SM is very high and is exceeded in every edition. This year, we will organize an intense campaign in SM before, during and after the event, turning #santander34 into a national and international trend. In addition, sponsors will receive a **communication pack**, with exclusive material to promote their participation in the Summit.



INTERACTIVE DIGITAL EXPERIENCE

The Summit will be broadcast live, thus facilitating the dialogue with the attendees. Afterwards, the recordings of the sessions will be made available to all attendees in case they missed something or want to watch the session again. The new digital format will allow the organization of other interactive actions and parallel rooms with greater networking opportunities with the speakers and sponsors.



RESULTS

At the end of the Summit, all sponsors will receive a detailed report with the communication results, which will include: SM outreach, media presence, livestreaming data, etc.

RESULTS

33rd Santander Summit

CONTENTS

 **2.5** DAYS

 **50** SUB-SECTOR COMPANIES

(=14)  **14** DISCUSSION PANELS



(+16)  **88** SPEAKERS

(+70) **420** ASSISTANTS

(=250)  **250** GALA COCKTAIL

(=150)  **150** NETWORKING COCKTAIL Tuesday 03/09

SOCIAL MEDIA


(+20.5M)  **42.5** million IMPRESSIONS

(+100)  **3.000** RETWEETS

(+550)  **4.550** MENTIONS

(+28)  **928** USERS

(+20) **slido**


 **35.148** IMPRESSIONS

 **570** RECOMMENDATIONS

 **1.320** CLICS

 **5,07%** INTERACTION RATE

120 ONLINE QUESTIONS



Access here the **video-summary** from last year's edition

PRESS

(-2) **24** ACCREDITED MEDIA

(+108) **176** OFFLINE MEDIA APPEARANCES

(-2) **4** RADIO STATIONS

(+489) **1.045** TOTALS IMPACTS

(+288) **844** ONLINE MEDIA APPEARANCES

(+3) **21** TV STATIONS

VIDEOSTREAMING

(Cumulative audience)

 **1.000 (=1.000)** LIVE CONNECTIONS

 **250 (+10)** RECORDED BROADCASTS

SPONSORS

PREVIOUS EDITION

ORGANIZADORES:



CON LA COLABORACIÓN DE:



PATROCINADORES:



COLABORADORES INSTITUCIONALES:



SPONSOR BENEFITS

VISIBILITY

Logo insertion

- Advertising and communication materials such as: Dossier, press conferences, newsletter, e-mailing, posters, programme, etc.
- In the event dedicated space in AMETIC's website, with a link redirected to the sponsor's website.

Space reserved for sponsors

As a novelty, in this edition the sponsors will have a space reserved in the Summit website to add promotional commercial materials.

Photographic coverage

Professional photography of speakers and participants in round tables. The graphic and informative materials are shared with the media during the Summit.

Congress Tickets

Depending on the type of sponsorship chosen, each sponsor will receive exclusive tickets with VIP access to all content and to the parallel discussion rooms (closed channel).

NETWORKING

Matchmaking actions

Sponsors will have access and exclusive use of the closed channels reserved for "discussion rooms" and "press room".

COMMUNICATION

Integrated Dual Communication

The sponsor and AMETIC may organize joint conferences and/or presentations of topics, analyses, studies, etc. prior to the Summit, as well as develop coordinated communication strategies (in the media or in social media) covering the previous period and up to the presentation at the Summit.

Presence in media and social media

We will have social media campaigns and coverage by traditional media. The sponsor will be mentioned in the communications issued by AMETIC to the media (before, during and after the event) through press releases, news, interview management and reports.

Communication Pack

Each Sponsor will receive a communication pack with banners and messages created to be shared in their various corporate channels.

Personalized attention

In addition to our staff, the sponsor will be able to count on the personalized services of our Press Agency, a digital press room set up on site and media assistance during the celebration of the 34th Summit

PERFORMANCE MEASUREMENT

Measurement of results

At the end of the meeting, the sponsor will receive a report with the full video of the event, the presentations and the impact achieved in media, social media and streaming connections

SPONSORSHIP TYPES

Full discussion panel

(Total estimated time 50 minutes)

24.000 €

30.000 €

- 1 corporate slot in discussion panel format: A single company, which will be in charge of organizing and managing the content
- Suggested scheme:
 - 1 moderator + 1 user + 1 manager + 1 Government representative
- **10 VIP passes with exclusive access** to the parallel rooms / press

Individual Intervention at the Discussion Panel

(Total estimated time: 10 minutes)

6.000 €

8.000 €

- 1 individual intervention at the discussion panel, not including obvious commercial content.
Maximum number of interventions per discussion panel: 4 + 1 moderator
- **3 VIP passes with exclusive access** to the parallel rooms / press

■ Member Rates

■ Non-Member Rates

INSTITUTIONAL SUPPORT



The Summit will be attended by senior representatives of the most relevant stakeholders in the digital landscape in Spain and Europe:





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