

TECHNOVATION 2022

Elevate. Integrate. Accelerate.

The first tech event of The Manager Magazine is part of a long-term strategy towards more quality content in terms of tech trends. The event will be featuring experts and opinion leaders in various areas and will focus how technologies are changing industries and consumer behavior. Managers of leading companies will present successful business cases and disruptive business models. Specific tech solutions – which of them are being applied in Bulgaria and which are still to “be imported”. How could Bulgaria benefit from the projects under the Digital Europe Programme?

- **How technology is a driving change in almost every major industry?**
- **How new businesses can use tech to their advantage?**
- **How technology is changing consumer behavior?**

When: 19.05.2022, Sofia Event Center

Format: Live event with panel discussions & presentations

Audience: C-level representatives/decision makers of tech companies; different industries – retail, trade, industry, transport, automotive, IT, pharmacy, healthcare; entrepreneurs; consumers passionate about tech.

Distribution: the event will be recorded and each panel is going to be published as a separate video a few days after on manager.bg, Facebook and LinkedIn.

AGENDA

PANEL 1: „DIGITAL EUROPE“ 2021-2027

Keynote

The programme is designed to bridge the gap between digital technology research and market deployment. It will benefit Europe’s citizens and businesses, especially SMEs. Investment under the Digital Europe Programme supports the European Union’s twin objectives of a green transition and digital transformation while strengthening the Union’s resilience and digital sovereignty. The budget is \$7.5B /2021-2027/ and it is the first financial instrument of the EU which provides funding for digital technologies for business, people and public administrations. The programme aims for increasing the digital capacity of Europe by enabling technologies for more people and companies. It provides funding for projects in five crucial areas:

- Supercomputing
- Artificial intelligence
- Cybersecurity
- Advanced digital skills
- Ensuring the wide use of digital technologies across the economy and society

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The panel discussion will showcase how Bulgaria could use this programme in the most effective way and which are the most appropriate areas to invest in.

Invited speakers:

- Daniel Lorer, Minister of Innovation and Growth
- Bozhidar Bozhanov, Minister of e-Government
- Representative of the European Commission in Bulgaria

PANEL 2: A NEW SMARTER WORLD

Keynote

Almost every person has changed the way he or she communicates with the surrounding world – everyday communications, shopping, working. Part of these changes will remain permanent. From smart and connected enterprises and workplaces to full scale smart cities – the spaces around us will offer more and more opportunities to observe activities in real time and from there – to react as fast as possible (automatically or not). The discussion in this panel will be focused on technologies which have changed and keep changing workflows:

- IoT and AI solutions for smart cities and homes and consumer trends
- 5G solutions in a connected world dependent on network capacity
- Use of digital twins on the rise
- Going phygital – transforming the workplace

PANEL 3: A CONVERSATION ON INNOVATION

Everyone loves to talk about innovation. The core of it is in creating a competitive advantage by flexibility and cost effectively smart and connected products that better meet the needs of end consumers and businesses. Which are the enterprises that could benefit the most? How are they using tech solutions to their advantage?

Keynote

- Next level manufacturing. Factories of the future. Industrial cloud
- Robots reshaping businesses
- Intelligent industries and energy tech
- “Blocks of chain” helping enterprises

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PANEL 4: THE NEXT CHAPTER OF DIGITAL TRANSFORMATION - DATAVERSE

Keynote

Digital transformation has been around for years. It has been helping companies to change many obsolete processes in order to achieve effective of time and costs. But this is an ongoing process and some of the digital solutions are also getting old. In this panel the focus will be on current trends in digital transformation in key areas:

- Data everywhere – using big data & cloud effectively
- Hyperautomation as a must
- Zero trust cybersecurity – threats and opportunities shaping industries
- Software Asset Management - how much is too much?

SPIRIT NETWORKING

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POSITIONING IN THE EVENT'S COMMUNICATION CAMPAIGN:	General partner	Main partner	Partner	Branding partner
PRICES (BGN, VAT EXCL.):	15000	10000	7000	4000
Logo on the event's banner campaign (970x250/300x600; desktop/mobile) - manager.bg and obekti.bg	●	●	●	
Logo on the event's website - events.manager.bg	●	●	●	●
Logo on invitations, sent out to manager.bg's mailing lists	●	●	●	●
Mentioning in articles, announcing the event on manager.bg	●	●	●	●
Creating an event on manager.bg's facebook page (235,000 followers) and announcing the partner in it	●	●	●	
Logo on an advertising page in The Manager Magazine, only if confirmation has been received before printing the issue	●	●		
Publishing a video (up to 3 mins) of the partner's speaker on facebook	●	●		
Event invitations:	10 pcs.	5 pcs.	3 pcs.	1 pcs.

POSITIONING ON THE EVENT:	General partner	Main partner	Partner	Branding partner
Speaker on relevant to the event's program topic	●	●		
Presentation on relevant to the event's program topic	●		●	
Logo on the event's scene design and streaming design (if available)	●	●		
Logo on the event's screens and agenda	●	●	●	●
Advertising video, displayed during the event's breaks (up to 1 min)	●	●	●	●
Placing a branded fixed stand in the event's hall (80x200cm)	●	●	●	
Sample gifts / advertising materials in the event's hall	●	●	●	●
Placing an advertising corner outside of the event's hall	●			

POSITIONING IN THE POST-EVENT COMMUNICATION:	General partner	Main partner	Partner	Branding partner
Mentioning in follow up articles on manager.bg	●	●	●	●
Photo gallery of the event, published on events.manager.bg, manager.bg and facebook	●	●	●	
Mentioning in follow up posts on MIT Press's facebook pages	●	●	●	
Publishing a full video of the video on manager.bg and Youtube	●	●	●	●
Pre-roll video (up to 30") in all of the videos, edited from the event's program and published on manager.bg/facebook	●			
Pre-roll video (up to 30") in the video with the partner's speaker, edited from the event's program and published on manager.bg/Facebook		●		

ADDITIONAL ADVERTISING OPTIONS:	General partner	Main partner	Partner	Branding partner
Articles/interviews published on manager.bg/obekti.bg	4 бр.	3 бр.	2 бр.	1 бр.

The event **Technovation 2022** is being organized by MIT Press, publisher of The Manager Magazine ● www.manager.bg ● www.obekti.bg ● www.noviteroditeli.bg
For further information, please contact us at **adv@manager.bg**