

SMART CITY DEEP DIVE ON...

Deep Dive on... is a series of monthly program sessions, spread throughout the year – except for November. Every session is a virtual meeting point for international corporations, entrepreneurs, and governments (selected from more than 60,000 members of our active community) to understand one technology or digital transformation challenge, partnered with an industry leader.

It includes a curated and tailored virtual event (in a compact and agile format) that consists of an inspirational keynote, an international discussion panel, and a networking activity. Once the event is finished, value is still delivered to participants, as they will be granted access to a tailored training module on the session topic in our Tomorrow.Talent platform. The topic session and the main speaker are proposed by the partner and approved by the organization.

This unique and completely tailored value proposal reinforces partner's position as a global leader in a concrete field, and provides:

- Global network: connect with key players and understand their challenges and needs. Turn them into Marketing Qualified Leads
- Industry leadership: create a meeting point for the community to consolidate your leadership and positioning
- Success cases: become a global reference point by sharing your expertise on a specific topic.
- Measured success: learn from the activity by checking the final KPIs report
- All-year visibility: complete the experience with a training module that will stay online for all participants in the program to see.

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SMART CITY DEEP DIVE ON...

Talks and Networking Session

Inspirational keynote – 15 min.

- Partner's high-level speaker
- On camera: 1 chair and the selected keynote speaker. The content puts focus on the main topic, opens debate and triggers reflection.
- Presentation from the chair + keynote presentation + Q&A

International discussion panel – 45 min.

- 4 speakers and a moderator
- On camera: 1 chair and 4 speakers; session zooming in on the most relevant cases to discuss. They are aimed at presenting the latest innovations or developments for specific challenges associated with the topic.
- Keynote + Thematic Panel + Q&A.

Networking session - 30 min.

SERVICES INCLUDED

Exclusive and prominent visibility on all communication regarding the specific Deep Dive session during the promotional campaign.

Tomorrow.Talent training module

Specific tailor-made module (including 3 courses and certification) in our professional e-learning platform Tomorrow.Talent

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Choose this product if you want to...

- Position your company as an industry thought leader
- Provide curated content and solutions
- Generate industry debates bringing together key players and experts
- Get marketing qualified leads
- Become a global benchmark for the chosen theme

SMART CITY DEEP DIVE ON...

Ad hoc program

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Presentation speaker proposed by the partner and approved by the organization. Topic suggested by the partner and approved by the organization. Session titles and content defined by the organization upon partner's validation.

SERVICES INCLUDED

- Project Management
- Speakers' Technical Office
- Content Curation Specialist
- Speakers' coaching
- Promotion and outreach:
 - 1 email to our general database
 - 3 emails to our segmented database
 - Posts on social media
 - Community activation actions
- Networking coordination
- Registration management
- Attendee support

DELIVERY

- Registered database
- Final report

TOMORROW.TALENT

- Content module production and editing
- Design and suitability of contents
- Training platform set-up
- Tomorrow.Talent subscription for all participants joining the session

All sessions will remain available online on our platform.

Price - €97,500