

Technovation 2023

Elevate. Integrate. Accelerate

Following the success of the first edition of Technovation, “The Manager Magazine” is eyeing the second in 2023. The tech event this year will discuss how the sector is developing in Bulgaria and around the world, as well as what investors are looking for and how to aim at foreign markets. What kind of relationship will we develop with artificial intelligence? What awaits us from the next generation of technology? How will the fintech scene develop? What are the successful examples of creating new business opportunities through innovation?

Within 4 discussion panels, leading managers and experts with recognized authority will showcase how technology improves the business environment.

When: 11.05.2023, Sofia Event Center

Format: live event with discussions and presentations

Audience: C-level representatives/decision makers from tech companies and other sectors – retail, trade, industry, transport, healthcare; entrepreneurs; investors; consumers passionate about tech.

Distribution: the event will be recorded and videos from each panel discussion will be published on manager.bg, Facebook and LinkedIn a few days after the event..

First panel – INVESTMENTS IN TECH: STAYING AHEAD

- Going big: how could the local ecosystem improve so that it provides better environment for tech companies and more people who would like to start a business?
- Defying gravity: how could growth be maintained in today’s economic situation?
- How to distinguish companies with greater potential?
- Reacceleration: how investors’ interest is changing and what kind of companies and technologies are they looking for?

Technovation 2023

Elevate. Integrate. Accelerate

Second panel – AI ERA: HELLO, I AM HERE

- Generative AI's next move – how far could we go and at what speed?
- Which are the sectors where AI will show the fastest changes after being implemented?
- How could businesses use this inevitable change?
- AI TRiSM (AI Trust, Risk and Security Management): how will reliability, sustainability, and security of the relationship with AI be ensured?

Third panel – FINTECH 2023: WHAT'S COMING?

- Overcrowded: how will fintech companies find the spotlight?
- Reshaping the customer journey: the ever-changing customer
- Embedded finance: when if not now? Sectors' potential
- Global scale: could fintech solve worldwide problems?

Fourth panel – FLYING IN THE CLOUDS

- Cloud-native: why cloud can't be universal
- Big spending: why will companies invest more and more in cloud solutions?
- Desktop-as-a-service: switching to subscription models
- FinOps, the cool kid on the block: a need in turbulent inflation

POSITIONING IN THE EVENT'S COMMUNICATION CAMPAIGN:	General partner	Main partner	Partner	Branding partner
PRICE (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:				
Speaker on relevant to the event's program topic	●	●		
Presentation on relevant to the event's program topic	●	*choose an option	●	
Logo on the event's scene design	●	●		
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:				
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:				
Articles/interviews published on manager.bg/obekti.bg	4 бр.	3 бр.	2 бр.	1 бр.

The event **Technovation 2023** 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**