

PRESENTATION DECK

2021

26th, 27th & 28th January

Lisbon, Portugal

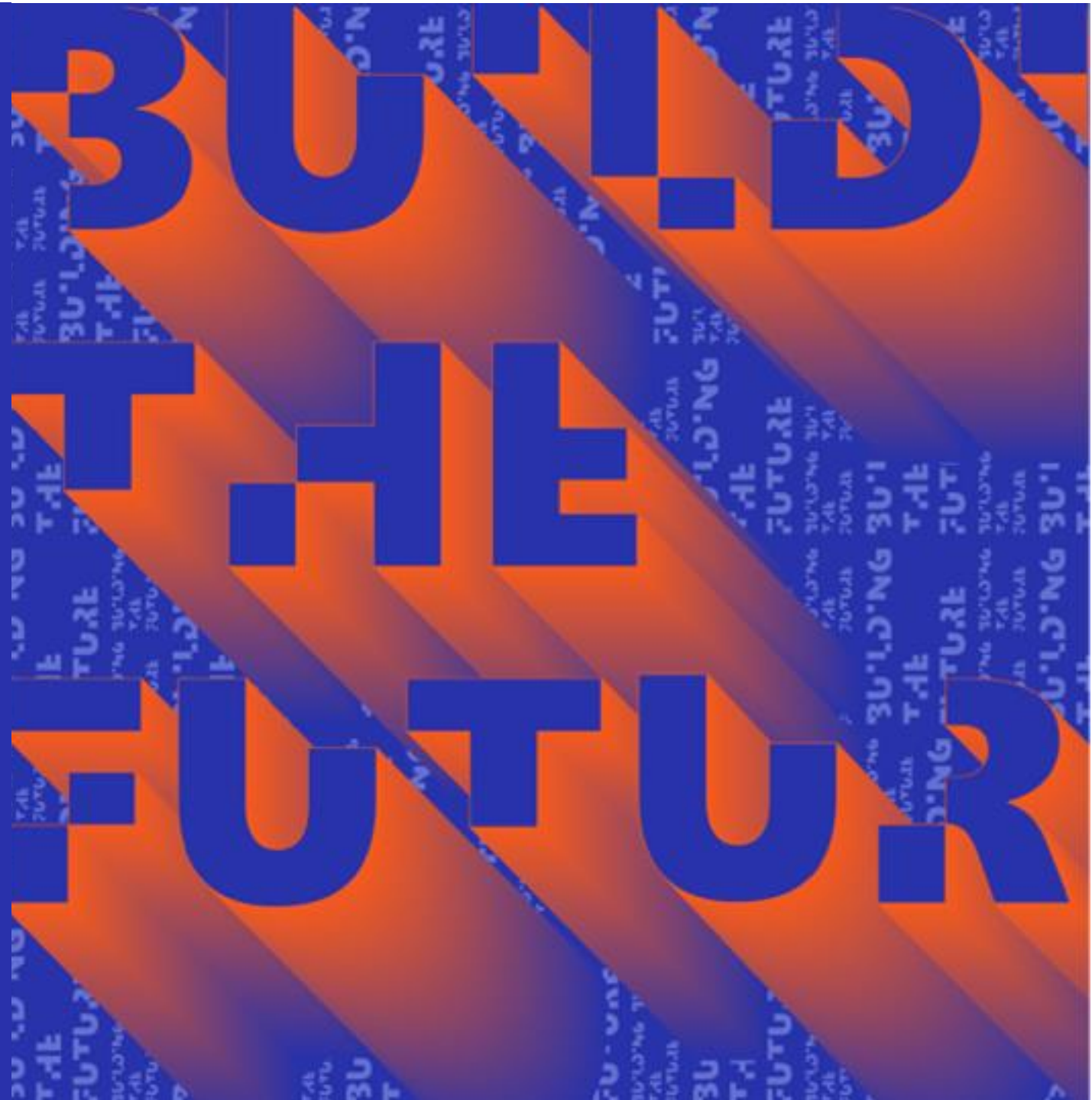
sponsored by



Microsoft

built by

imatch



BUILDING THE FUTURE 2020
WAS A HUGE SUCCESS

BUILDING

BUILDING

FUTURE BUILDERS



BUILDING THE FUTURE

2021

BUILDING

**THE PORTUGUESE
TECHNOLOGY EVENT
OF THE YEAR IS BACK**

BUILDING

BUILDING THE FUTURE 2021
DIGITAL EXPERIENCE

BUILDING

OVERVIEW



When: 26th, 27th & 28th January 2021

Where: MAAT & Fundação EDP, Lisbon

Who: CEOs, CIOs, CTOs, Developers,
Startups, Government, Students

Website: www.buildingthefuture.pt



DIGITAL EXPERIENCE

BUILDING A BIGGER AND BETTER AUDIENCE

Boosting our communication strategy to reach **+ 20 000 online viewers**

EXTENDED ENGAGEMENT

Pre-event engagement initiatives, during the event multiple networking moments and after event communication.

HIGHER BRAND VISIBILITY

Leveraging your Company Profile with sponsored content, fully customizable virtual booth & premium time with C-level decision makers.

HIGH QUALITY QUALIFIED LEADS

Inbound lead generation with match making process, 1:1 meetings & chat with company representatives, data analytics with detailed information on leads.



WHAT'S NEW?

1. THE FUTURE IS NOW

Pre-event content creation.

Committed to be present in times of uncertainty and to share relevant tech content to our audience.

2. MATCHMAKING PLATFORM & APP WITH AI POWERED ENGAGING NETWORKING

AI empowers the possibility to achieve more relevant connections and a customized guided experience through the event.

3. NEW DIGITAL FORMAT

Digital edition opens new opportunities in targeting key audiences with innovative formats

BUILDING THE FUTURE 2021

SNEAK PEAK

BUILDING

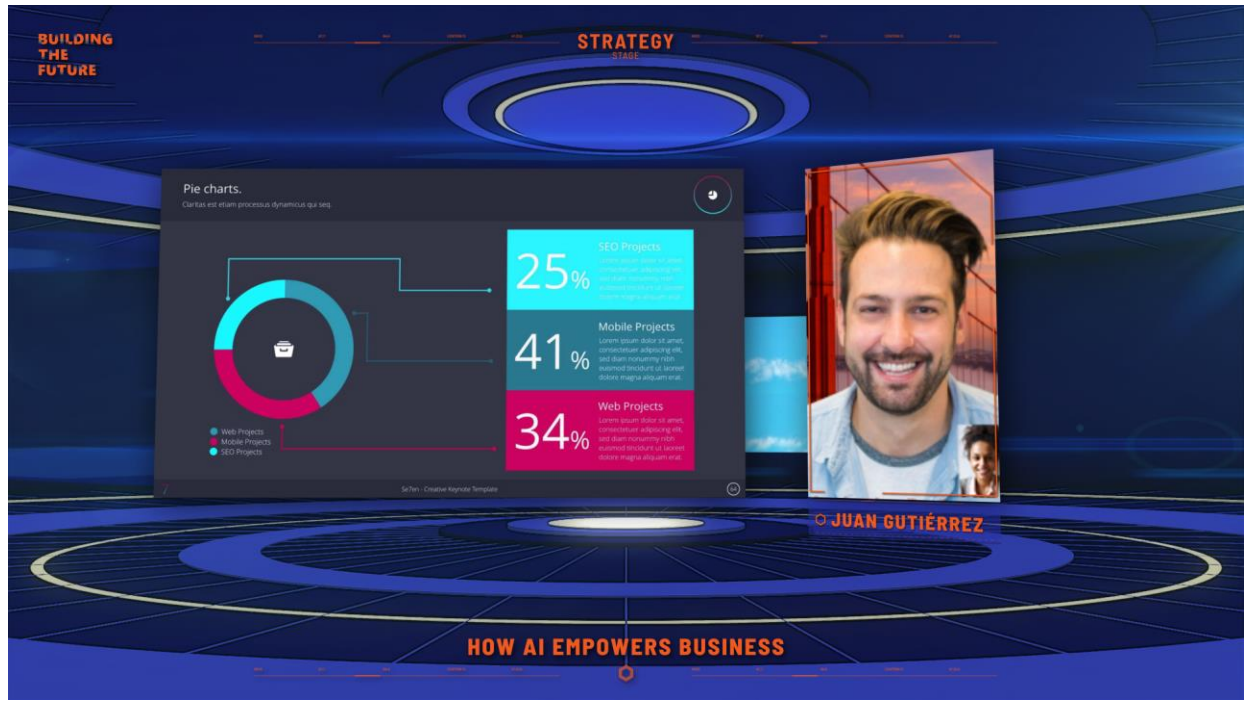
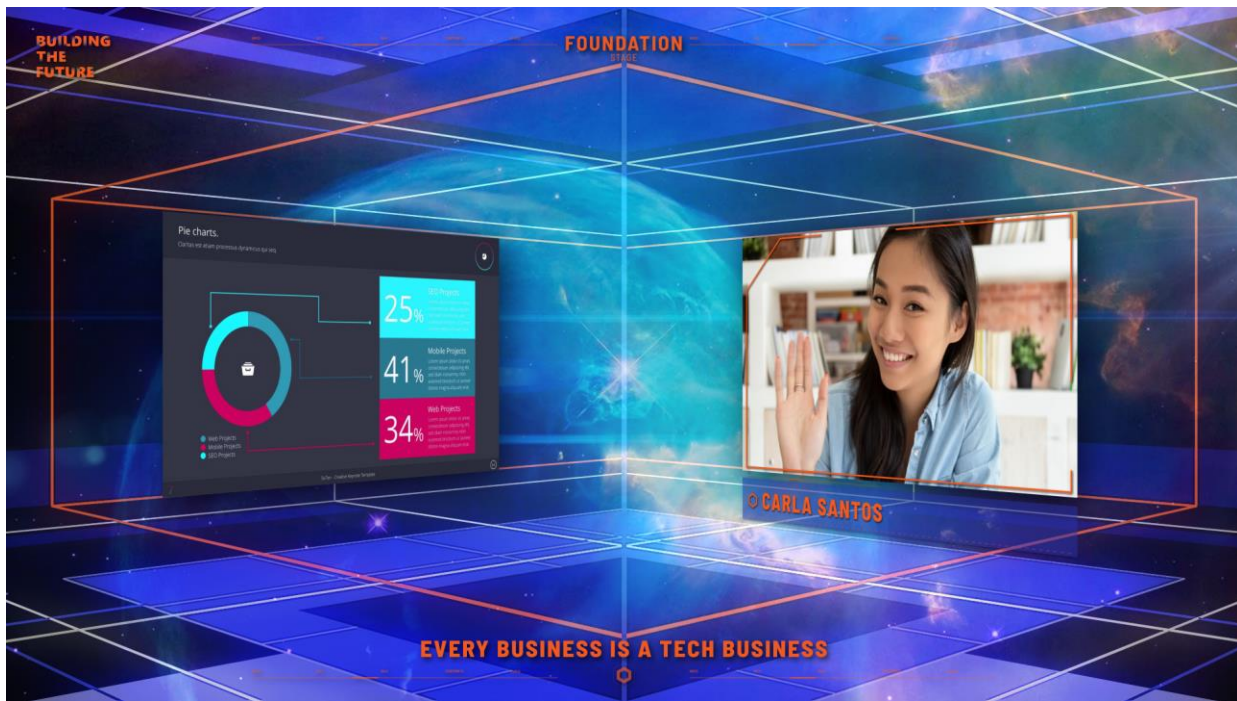
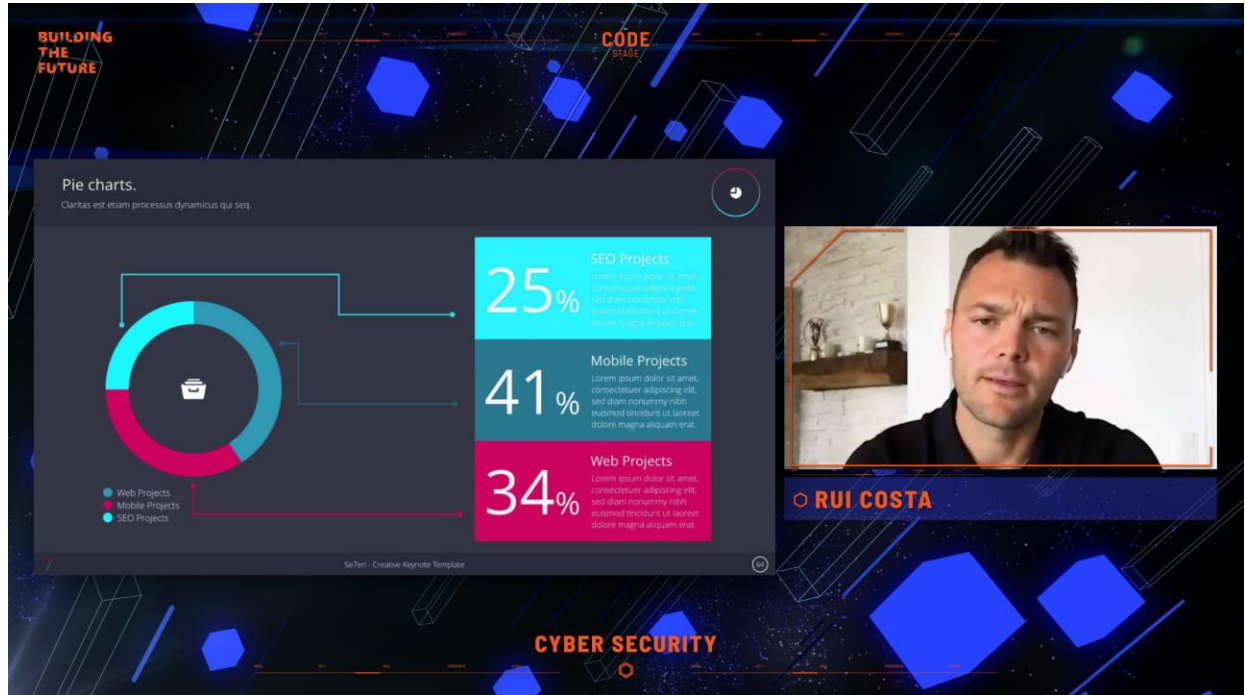
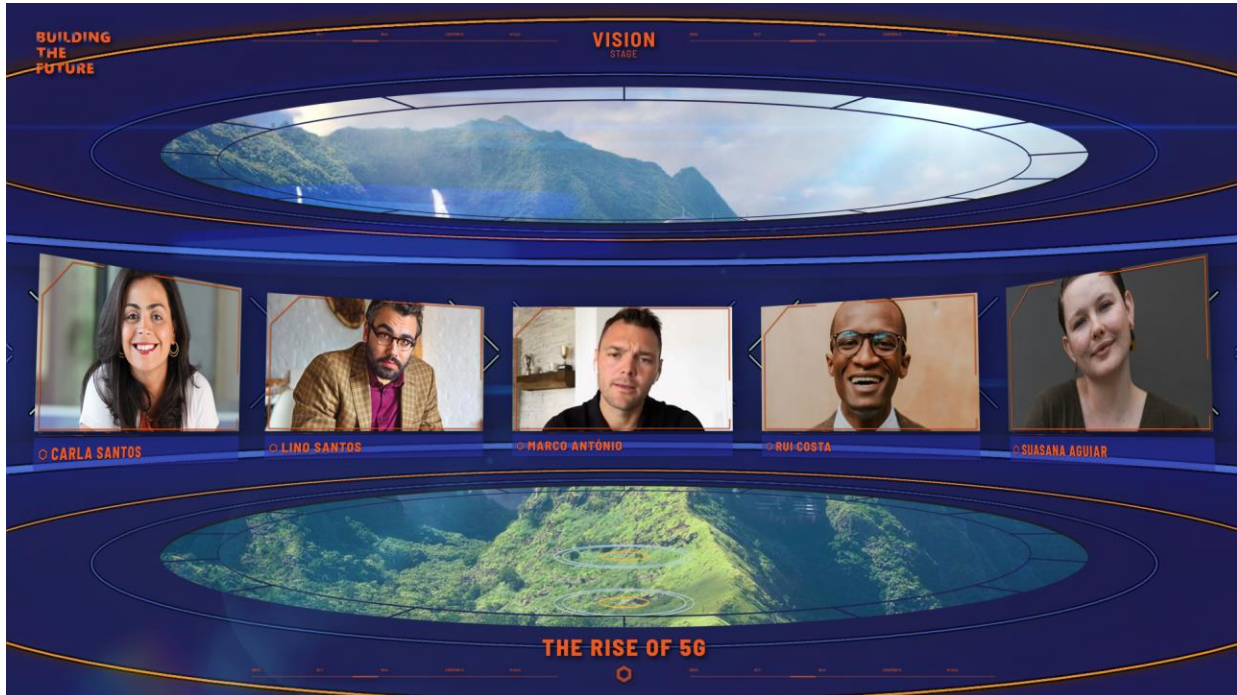
BUILDING THE FUTURE



STUDIO STREAMING @ MAAT



STUDIO STREAMING @ MAAT



BUILDING THE FUTURE 2021

AGENDA

BUILDING

DAY 1

26TH JANUARY

	LIVE CHANNEL	BUILDING THE STRATEGY	BUILDING THE FOUNDATIONS	EMPOWERMENT HUB	INDUSTRY TALKS	EXPERT SESSIONS	BUILDING THE CODE	
9H00 - 9H15	OPENING							
9H15 - 10H50	REINVENTING BUSINESS WITH DATA							
10H50 - 11H00	BREAK							
11H00 - 13H00	ZAPPING & HIGHLIGHTS	NEED IS THE MOTHER OF INVENTION	REMOTE OPS & COLLABORATION	AI DEMOCRATIZATION	TELCO B2B	by SPONSOR	by SPONSOR	by SPONSOR
		TAILORING THE FUTURE EXPERIENCE	RESILIENCE IN FACE OF ADVERSITY	THE RISE OF THE CITIZEN DEVELOPER	THE ONLINE SHIFT	by SPONSOR	by SPONSOR	by SPONSOR
13H00 - 14H00	BREAK							
14H00 - 14H15	OPENING							
14H15 - 15H50	TRANSFORMING INDULGENCE INTO SUSTAINABILITY							
15H50 - 16H00	BREAK							
16H00 - 18H00	ZAPPING & HIGHLIGHTS	A QUIET REVOLUTION	AI ETHICS	BREAKING BOUNDARIES	DIGITAL STATE OF MIND	by SPONSOR	by SPONSOR	by SPONSOR
		UP THE SUSTAINABILITY LADDER	COUNTERCULTURE	THE RHYTHM OF DIVERSITY	WITH LIFE AT STAKE	by SPONSOR	by SPONSOR	by SPONSOR

DAY 2
27TH JANUARY

	LIVE CHANNEL	BUILDING THE STRATEGY	BUILDING THE FOUNDATIONS	EMPOWERMENT HUB	INDUSTRY TALKS	EXPERT SESSIONS	BUILDING THE CODE
9H00 ~ 9H15	OPENING						
9H15 ~ 10H50	TRUST COMES WITH RESPONSABILITY						
10H50 ~ 11H00	BREAK						
11H00 ~ 13H00	ZAPPING & HIGHLIGHTS	BUILDING TRUST UNDER ATTACK	CONTINUITY IN FACE OF ADVERSITY	EMPOWERING HYBRID TEAMS	(BAN)QUEENS'S GAMBIT	by SPONSOR	by SPONSOR by SPONSOR
		THE STRANGE TIDES OF DIGITAL PRIVACY	CURISING THE STORM OF TERMS & CONDITIONS	THE CUSTOMER HOLY GRAAL	BEYOND INSURANCE	by SPONSOR	by SPONSOR by SPONSOR
13H00-14H00	BREAK						
14H00 ~ 14H15	OPENING						
14H15 ~ 15H50	BRIDGES FOR THE FUTURE						
15H50 - 16H00	BREAK						
16H00 ~ 18H00	THE NEXT NORMAL					by SPONSOR	ISB DAY
	A QUIET REVOLUTION					by SPONSOR	
	RE-IMAGINING THE FUTURE					by SPONSOR	
						by SPONSOR	

DAY 3 28TH JANUARY

	LIVE CHANNEL	BUILDING THE STRATEGY	BUILDING THE FOUNDATIONS	EMPOWERMENT HUB	EMPOWERING SKILLS	EMPOWERING LEARNING	HANDS ON
9H00 ~ 9H15	OPENING						
9H15 ~ 10H50	EMPOWERING LEARNING ANYTIME, ANYWHERE DEBATE						
10H50 ~ 11H00	BREAK						
11H00 ~ 13H00	ZAPPING & HIGHLIGHTS	DEVELOPING TECH SKILLS IN HIGHER EDUCATION	LEADERSHIP STRATEGIES FOR TRANSFORMING EDUCATION	DEVELOPING TECH SKILLS IN SECONDARY EDUCATION	DISTRUST YOUR TALENT	DAILY CHALLENGES	CODELESS CODING
		CONNECTED CAMPUS	SUSTAINABLE HYBRID LEARNING	KNOW YOUR BRAIN: HOW WE LEARN IN LIFELONG LEARNING	SKILLING FOR STUDENTS	ETF KEEP LEARNING SAFFER INTERNET	THE POWER OF DATA
					BUILD UP YOUR CV	WHAT'S NEW IN EDU?	
					GET CERTIFIED	MOODLE & TEAMS INTEGRATION	
13H00 ~ 13H15	MORNING CLOSING						
13H15 ~ 14H15	BREAK						
14H15 ~ 14H30	OPENING						
14H30 ~ 15H50	BRIGHTER FUTURES DEBATE						
	BREAK						
16H00 ~ 18H00	ZAPPING & HIGHLIGHTS	EDUCATION FOR ALL	BUILD YOUR OWN PATH	RESEARCHING IN DIGITAL ERA	CYBERSECURITY	MAKING LEARNING ASSESSMENT FUN	TEAMS & ONE NOTE CLASSROOM
		SKILLING FOR EMPLOYABILITY	UNEXPECTED CAREERS	DATA-DRIVEN TRANSFORMATION	BUILD UP YOUR CAREER WITH IMPACT	EXPERTS COMMUNITY	MINECRAFT EDUCATION EDITION
					STARTING FROM THE BOTTOM	THE ERA OF DEEP LEARNING	
					DXC	DEVELOPING CODE LITERACY WITH UBBU	
	RE-IMAGINE						

LET'S BUILD THE FUTURE TOGETHER?

BUILDING