



PRODUCTWORLD 2024

Largest Gathering of Product Management Professionals in Europe

// HOTEL AMBASADOR | Opatija, Croatia | April 18-19, 2024

// 15 individual case-study presentations | 4 panel-discussions | 2 days //

Sponsorship presentation

THE GOAL

Connect & Inspire Product Managers

Create Value

People attend our conferences to acquire knowledge, gain insight into current industry trends, network with fellow professionals and last, but not least - have fun!

They commonly want to hear and see what similar companies are doing and how they are doing it, as the featured speakers are all practitioners, people who do the real job day by day.

What attendees are looking for is the consistency in terms of the relevancy of content and the highest standards of facilities (venue arrangements, conference room, catering, pastime activities).

Share Information

Sharing and more importantly GETTING information you need to stay up-to-date with latest trends, best-practices and overall business outlook for the near future.

Have Fun

Often neglected (or shall we say not emphasized enough) aspect of business conferences - the after hours, the time spent outside the conference room. We dedicate the whole 3rd day of the event to team-building and a fun. Don't leave after DAY 2!



IN A WORD

Concept & delivery

Practitioners Event

The event features speakers & panelists from the business environment, mostly from large multinational corporations and from SMEs. We're not hosting academia or non-profit org's, as we simply don't find this type of content relevant to the business world. All the featured individual talks showcase concrete, real-world examples of actual work, actual projects. Panel-discussions are designed to debate current industry trends, best-practices and give insight into how successful companies go about Product Management.

Seating

The main conference hall is set-up with large round tables, so that attendees can feel comfortable sitting at an actual table instead rows of chairs. People like when they can bring in a coffee and snack or place their phone/laptop on a table. This type of seating ensures a great working atmosphere inside the room.

Stage & Delivery Style

There is actually no elevated "stage" or "podium", as we encourage speakers to freely roam around the conference room and communicate with the audience at all times. We find this type of delivery style to be much more engaging, as audience is not separated from the speaker. Also, the conference hall has glass walls, allowing for the natural light to penetrate the room. Again, we find this type of set-up preferable to "theatre" where the audience sits in the dark, while a spotlight illuminates the speaker.

THE 3 WHY'S

The story behind this conference

Why PRODUCT MANAGEMENT?

Because to the best of our knowledge (and we're good at our thing) there is no other large scale international business event, dedicated to the topic of Product Management, in this part of Europe. So, we're filling that market gap and YOUR NEED, until others decide to try and replicate what we do. We're looking forward to that challenge.

Why NOW?

Late April is a great time, both in terms of business schedules and weather. We could hardly pick a better date.

Why OPATIJA?

Well why not!! Seriously? Opatija, the *Queen of the Adriatic Coast*, the gem, the pinnacle, the **THE** place to be when you're coming to a business event at a 5★ hotel. Opatija combines the natural beauty of the Adriatic, with the charm of the Old World Europe dating back to Emperor Franz Joseph I, with state-of-the-art events facilities and Michelin star gastronomy. It's in the class of its own. There is simply no other place like it. Oh and BTW - it's close. It's just several hours drive from Munich, Milan, Vienna or Budapest. So again - why not.

THE 3 WHAT'S

The benefits of attending
Product World conference

Powerful Personalities of People Who Present (aka Great Speakers)

We feature speakers from across Europe and beyond, from various industries and with a wealth of experience. Moreover, we carefully select them and prep them, so they don't just present exceptional content, but they actually deliver an audience engaging performance.

Transparency of Issues (aka Relevant Content)

Great Speakers matter, but the content matters just as much. It's not just who is saying something, but also WHAT they are saying and how open they are about the challenges, issues and problems they've been facing. We make sure that presented content is RELEVANT to the audience and doesn't end up being a mere product-demo or a sales-pitch.

Intimacy of the Conversations (aka Great Networking)

The difference between a 2,000 people event and a 200 attendees event is best demonstrated outside the conference room, during breaks. At the former, you randomly bump into people; let's face it - that's not networking. At the latter, the size of the group is compact enough that "everyone gets to know everybody else" in 2 days. That's the intimacy of the conversation that ensures the QUALITY networking.

THE 3 WHO'S

People in the Conference

PRODUCT People

Naturally, the primary focus group of this conference are people who are involved in the entire life-cycle of the Product. From Product Specialists and Product Owners to Product Managers and Senior Product Managers, with product Marketing Managers and Directors and VPs of Products, all the way up to the Chief Product Officer.

PROJECT People

Projects are the primary vehicle of delivering Products, hence there's no successful Product (Management) without Project Management. Expect to meet a lot of Project Managers among attendees.

BUSINESS Leaders

Last but not least, a major gathering like this is a magnet for C-suite, so expect to see a significant number of CEOs and other Senior Execs among the crowd.





SPONSORSHIP PACKAGES

Become a part of our story

SPONSORSHIP PACKAGES	THE ONE	ENTERPRISE	IMPACT	MAINSTREAM	SUPPORTER
POWERED BY on all media channels	YES				
PRICE	€ 15,950	€ 11,950	€ 7,950	€ 3,950	€ 1.950
Conference tickets with priority seating	20	15	10	5	2
VIP branded tables in front row (5 people at table)	4	3	2	1	
Lanyard branding for Accreditation Badges	YES				
Seat at the Leadership panel	YES				
Acknowledgements at Grand Opening	YES	YES	YES		
Case-study presentation (25 min)	YES	YES	YES		
Logo in newsletters	YES	YES	YES	YES	
Roll-up banner on stage inside the main conference room	1	1	1	1	
Roll-wall banner in front the main conference room	1	1	1	1	
Logo on website	XL	L	M	M	S
Logo projected between talks	XL	L	M	M	S
Logo on the LCD monitors	XL	L	M	M	S
Logo on the media wall on the entrance	YES	YES	YES	YES	
Logo on the LCD monitor in the lunch and chill out zone	YES	YES	YES	YES	
Goodie bag placement on the seats inside the main conference room	YES				
Goodie bag placement on stands in the networking area	YES	YES	YES	YES	
Posts on the Organizers LinkedIn account using #productworld hashtag	3	2	1	1	
Sponsored newsletter	2	1	1		
Promo stand + branded desk	XL Stand	L Stand	L Stand	L Stand	
VIP table at Speakers gala-dinner on Thursday night	YES	YES	YES		
Logo on live stream (YouTube, LinkedIn, Facebook)	YES				
IN OFFER number of packages available	1	1	3	5	10

ABOUT US

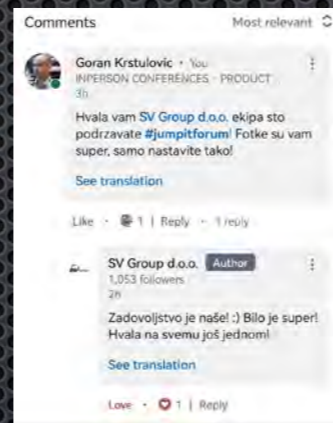
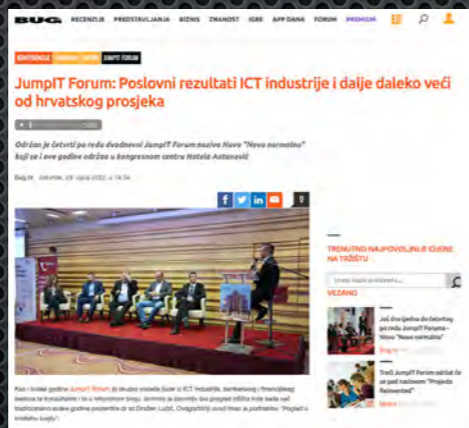
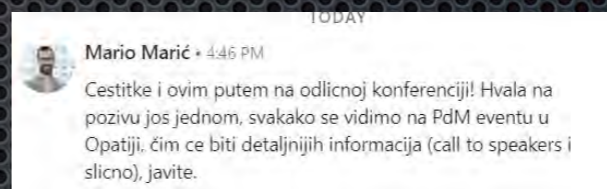
14 years of making trends and gathering experts worldwide

During past 14 years we have organized over 500 different conferences, round-tables, seminars and workshops, which gathered more than 10,000 people in total conferences between Amsterdam, Belgrade, Bucharest, Budapest, Frankfurt, Munich, New York City, Warsaw and Zagreb.

Recent project - JumpIT Forum

We are the authors of JumpIT Forum - preeminent independent ICT conference in Croatia which is recognized as contemporary and trend setting event, gathering creme de la creme of ICT, Banking & Telco industry, that gives forecast of business trends for next year with top experts on various panel discussions. Conference is recognized both by business community and many sponsors such are Span, Croatian Post, Ericsson Nikola Tesla, SV Group, Undabot among others.

OTHERS ABOUT US



"I'm happy that I took a part in your event, one totally different conference"

Prof. Dražen Lučić, PhD.
JumpIT Forum Keynote Speaker

If you want to see more here is the [LINK](#) or just scan the code



CONTACT



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