

# CeBIT Global Conferences Guide

16–20 March 2015  
Hannover Exhibition  
Center, Germany

[www.cebit.de/en/cgc](http://www.cebit.de/en/cgc)



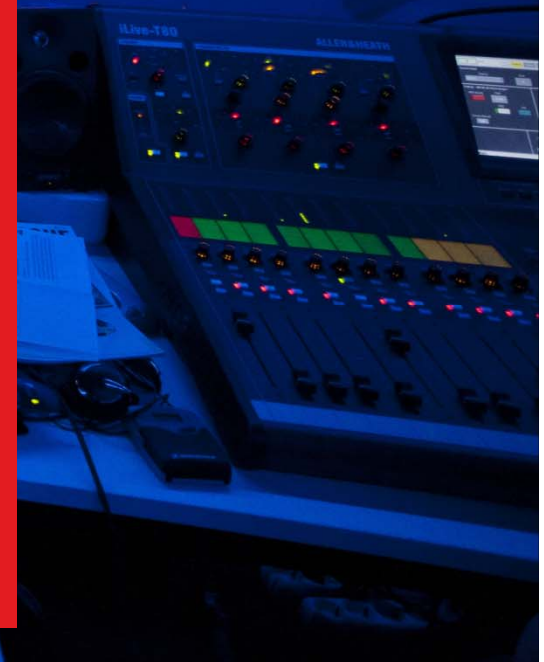
Deutsche Messe





The **CeBIT Global Conferences** provide a 360° overview of the digital industry and give top visibility to sweeping trends and innovations. This global network of business leaders, forward thinkers and social innovators reveals, explores and debates trailblazing technologies and how they will shape the year ahead – for the benefit of both the working world and society at large.

Slots are available for exhibitors and non-exhibitors alike. Now is the time to inquire!



# Main topics: CeBIT Global Conferences 2015



Mobile

The Internet of  
Everything

Cloud &  
Big Data

Security &  
Privacy

Disruptive  
Technologies

# Key Facts CeBIT 2014

3,400 companies from 70 countries

210,000+ business professionals

2.300+ Conference Participants  
29,000+ Online Participants

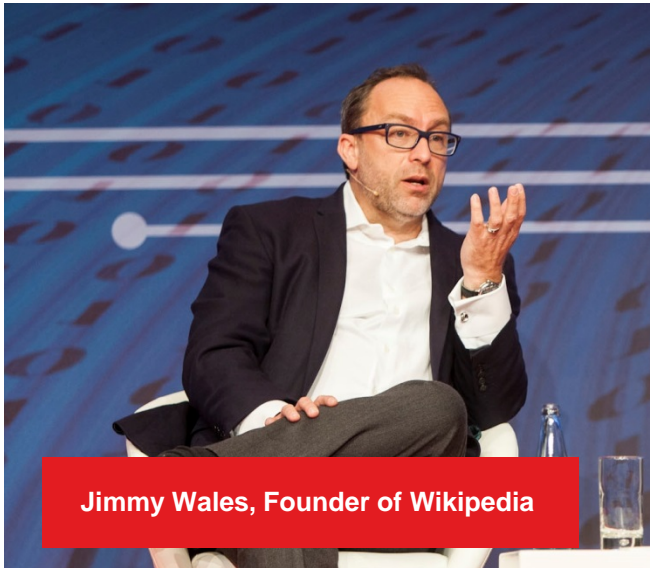
200+ Speakers

3 Stages

4,400+ journalists and bloggers

100 + hours Conference program

Call for Speakers 2015 now open!  
[cebit.de/en/cgc](http://cebit.de/en/cgc)



**Jimmy Wales, Founder of Wikipedia**



**Steve Wozniak, Co-founder of Apple**



**Mark Shuttleworth, Founder of Canonical**



**Neelie Kroes, EU Commissioner for Digital Agenda**



**Joanna Shields, Chair of Tech City UK**



**Eugene Kaspersky, Co-founder of Kaspersky Lab**

## Center Stage: Leaders & Visions

With seating for around 500 plus live webcasting, the Center Stage is the beating heart of the CeBIT Global Conferences. This is where the *Who's Who* of the industry and political circles give high-powered keynote addresses and engage in lively talks and panel discussions.

### Participation as a speaker

By invitation on the part of the CeBIT Global Conferences team. CeBIT exhibitors and non-exhibitors can also apply for speaker slots for themselves or recommend others as speakers via the "Call for Speakers". Slots are strictly limited.

**Application deadline: 15 December 2014**

### Participation as a sponsor

Various exclusive, high-impact sponsorship options are available to give you plenty of added mileage on your involvement as a speaker.

Sponsorship will not only make you stand out even taller for your target group(s), but also ensure major visibility for the entire run of the event.

Please contact us for a copy of the Sponsoring Guide.

### Venue

Conferences Hall 8

Call for  
Speakers 2015  
now open!  
[cebit.de/en/cgc](http://cebit.de/en/cgc)



## Center Stage: Formats

<b>CEO Keynote (30 min.)</b>	Only for high-level executives and company founders; speaker's choice of topics.
<b>Keynote (30 min.)</b>	Keynote addressing one of the main themes.
<b>Talk (30 min.)</b>	On-stage interview hosted by a professional MC. Suggestions for interviewees gratefully received.
<b>Panel Discussion (45 min.)</b>	Panel discussion on one of the main topics. Max. of five panelists.
<b>What's next in tech? (10 min.)</b>	Presentation slot for new products and innovations. Applications for presentation slots are free of charge. Successful applications are subject to a fee of € 7,000 plus VAT
<b>Summit (90 min.)</b>	You are free to create your program (lineup of topics and speakers), yourselves, with helpful input from the CeBIT Global Conferences team. The Summit is a fully integrated part of the overall conference

# Expert Stage: Discussions & Debates

Intensive discussions and debates for audiences of up to 100. On the Expert Stage, everything is geared to face-to-face dialogue, and expert panels illuminate and further explore topics raised on the Center Stage.

## Participation as a speaker

CeBIT exhibitors and non-exhibitors can use the “Call for Speakers” to submit topic proposals, apply for speaker slots for themselves or recommend others as speakers. Slots are strictly limited. The topics and speakers will be selected by the CeBIT Global Conferences team.

**Application deadline: 15 December 2014**

## Venue

Conference Hall 8

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Speakers 2015  
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[cebit.de/en/cgc](http://cebit.de/en/cgc)





# Expert Stage: Discussions & Debates

## Formats

### Fireside Chat (30 min.)

One proposition, two opinions. The Fireside Chat kicks off each of the expert panels with a controversial debate.

### Expert Panel (45 min.)

The program features a moderated expert panel addressing one of the main topics. Each panel can have a maximum of five experts. Active audience participation is encouraged.

### Case Study (30 min.)

Practical expertise, case studies on successful projects, a source of inspiration for the working world.

### Workshop (30 min.)

Design and run your own workshops. Please tailor your workshop session to have a strong emphasis on interaction with attendees.

## Participation costs

Fireside Chats, Case Study Workshops € 1,950 per slot

Expert Panel (max. of 5 experts) € 950 per expert

# Open Stage: Ideas & Products

What are the trends that are shaping our world? You tell us! If you are an IT professional, a savvy user or a game-changer, this is your chance to present your fascinating and topical ideas and products in an informal address. Pitch your ideas and products to over 60 knowledge-hungry attendees.

## Participation as a speaker

CeBIT exhibitors and non-exhibitors can use the “Call for Speakers” to submit topic proposals, apply for speaker slots for themselves or recommend others as speakers. Slots are strictly limited. The topics and speakers will be selected by the CeBIT Global Conferences team.

**Application deadline: 31 January 2015**

## Venue

Conference Hall 8



# Open Stage: Ideas & Products

## Formats

**Product Pitch (60 min.)  
(6 companies, 10 min. each)**

Pitch your product in 10 min. and meet your audience directly afterwards in the Lounge for a coffee. Pitches will be videotaped and posted on the website, as well as on Facebook and Twitter. If you are an exhibitor, your stand number will be displayed on all channels. There's no better way to pitch your product!

**Idea Pitch & Star Talk (25 min.)**

By invitation only.

## Participation costs

**Product Pitch (10 min.):**

Exhibitors: € 1,250  
Non-exhibitors: € 1,550

Call for  
Speakers 2015  
now open!  
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## The stages: Overview

	<b>Center Stage</b> Leaders & Visions	<b>Expert Stage</b> Discussions & Debates	<b>Open Stage</b> Ideas & Products
<b>Venue</b>	Conference Hall 8	Conference Hall 8	Conference Hall 8
<b>Main focus</b>	Emphasis on hot topics and relevant content	Emphasis on hot topics and relevant content	Emphasis on hot topics and relevant content
<b>Participation options</b>	By invitation and via Call for Speakers	Call for Speakers	Call for Speakers and by invitation
<b>Open to</b>	Exhibitors and non-exhibitors	Exhibitors and non-exhibitors	Exhibitors and non-exhibitors
<b>Speaker level</b>	CxOs, founders	Experts, opinion leaders	Open to all CeBIT participants, including visitors
<b>Attendees</b>	300–500 CxOs, 1st and 2nd tier management, decision-makers, young creatives, lateral thinkers	100 Executives/junior executives, in-house experts	60 Open to all CeBIT participants, including visitors
<b>Language</b>	Primarily English (simultaneous English/German translation)	English / German	Primarily English
<b>Live stream/ Recording</b>	Yes >30,000 online followers	No	Product Pitches will be videotaped and made available on the Web
	Apply now at <a href="http://www.cebbit.de/en/cgc">www.cebbit.de/en/cgc</a>	Apply now at <a href="http://www.cebbit.de/en/cgc">www.cebbit.de/en/cgc</a>	Apply now at <a href="http://www.cebbit.de/en/cgc">www.cebbit.de/en/cgc</a>

# Prices

Formats	Center Stage Leaders & Visions	Expert Stage Discussions & Debates	Open Stage Ideas & Products
CEO Keynote	30 min. slot    on request		
Keynote/ Talk	30 min. slot    on request		
Panel (max. of 5 panelists)	45 min. slot    on request		
What's next in tech?	10 min. slot    €7,000		
Summit	90 min. slot    on request		
Fireside Chats, Case Studies, Workshops		30 min. slot    € 1,950	
Expert Panel (max. of 5 experts)		45 min. slot    € 950	
Product Pitch			10 min. slot    Exhibitors: € 1,250 Non-exhibitors: € 1.550
Idea Pitch/ Star Talk			By invitation only.

# Preliminary agenda: Monday, 16 March 2015

Time	Center Stage Leaders & Visions	Expert Stage Discussions & Debates	Open Stage Ideas & Products
9.00 a.m.	Registration	Registration	Registration
9.30 a.m.			
10.00 a.m.			
10.30 a.m.			
11.00 a.m.	11.00 – 11.45	11.00 - 12.45	11.00 - 12.45
11.30 a.m.	<b>Great Opening with Live Performance – Surprise, Surprise!</b>	<b>Networking Break</b>	<b>Networking Break</b>
12.00 noon	11.45 – 12.45		
12.30 p.m.	“Connecting the world”: Talkshow Broadcast “Agenda” in cooperation with Deutsche Welle		
1.00 p.m.	12.45 – 1.45	12.45 – 1.15 <b>Fireside Chat</b> “Connecting the world”	12.45 p.m. – 2.00 p.m.
1.30 p.m.	<b>Networking Break</b>	1.15 – 2.00	<b>Product Pitch</b> - Best of CRM
2.00 p.m.	1.45 – 2.00 Live Performance	<b>Expert Panel</b> “Connecting the world”	
2.30 p.m.	2.00 – 3.30	2.00 – 3.30	2.00 p.m. - 2.30 p.m. <b>Star Talk</b>
3.00 p.m.	<b>CEO Keynotes</b>	<b>Networking Break</b>	2.30 p.m. – 3.45 p.m.
3.30 p.m.			<b>Product Pitch</b> - Best of Security Tools
4.00 p.m.	3.30 – 5.00	3.30 – 4.00 <b>Fireside Chat</b> “Security & Privacy”	
4.30 p.m.	<b>Partner Country Summit</b>	4.00 – 4.45	3.45 p.m. – 4.45 p.m.
5.00 p.m.		<b>Expert Panel</b> "Security & Privacy"	<b>Idea Pitch</b>

## Preliminary agenda: Tuesday, 17 March 2015

Time	Center Stage Leaders & Visions	Expert Stage Discussions & Debates	Open Stage Ideas & Products
9.00 a.m.	<b>Registration</b>	<b>Registration</b>	<b>Registration</b>
9.30 a.m.			
10.00 a.m.	10.00 - 10.15 <b>Live Performance</b>	10.00 - 10.45	10.00 - 10.45
10.30 a.m.	10.15 - 10.45 <b>CEO Keynote</b>	<b>Networking Break</b>	<b>Networking Break</b>
11.00 a.m.	10.45 – 12.15	10.45 - 11.15 <b>Fireside Chat</b> « Disruptive Technologies »	10.45 - 11.30
11.30 a.m.	<b>Cloud &amp; Big Data</b>	11.15 - 12.00	<b>Idea Pitch</b>
12.00 noon	Talks, Keynotes, Panels	<b>Expert Panel</b> “Disruptive Technologies”	11.30 - 12.00 <b>Star Talk</b>
12.30 p.m.	12.15 - 12.45 <b>CEO Keynote</b>	12.00 - 12.45 <b>Networking Break</b>	12.00 - 12.45 <b>Networking Break</b>
1.00 p.m.	12.45 – 2.00	12.45 - 1.15 <b>Case Study</b>	12.45 - 2.00
1.30 p.m.	<b>Networking Break</b>	1.15 - 1.45 <b>Workshop</b>	<b>Product Pitch - Best of ERP</b>
2.00 p.m.	2.00 – 2.15 Live Performance	1.45 - 2.15 <b>Case Study</b>	2.00 p.m. - 3.15 p.m.
2.30 p.m.	2.15 – 3.00	2.15 - 2.45 <b>Fireside Chat</b> “Cloud & Big Data”	<b>Product Pitch - Best of ECM</b>
3.00 p.m.	<b>CIO Summit Part I</b>	2.45 - 3.00 <b>Expert Panel</b> “Cloud & Big Data”	
3.30 p.m.	3.00 - 4.30	3.00 - 3.30 <b>Case Study</b>	3.15 - 3.45
4.00 p.m.	<b>Disruptive Technologies, Talks, Keynotes</b>	3.30 - 4.00 <b>Workshop</b>	<b>Poetry Slam</b>
4.30 p.m.			
5.00 p.m.	4.30 - 5.00 <b>CEO Keynote</b>		

## Preliminary agenda: Wednesday, 18 March 2015

Time	Center Stage Leaders & Visions	Expert Stage Discussions & Debates	Open Stage Ideas & Products
9.00 a.m.	<b>Registration</b>	<b>Registration</b>	<b>Registration</b>
9.30 a.m.			
10.00 a.m.	10.00 - 10.15 <b>Live Performance</b>	10.00 - 10.30 <b>Networking Break</b>	10.00 - 10.30 <b>Networking Break</b>
10.30 a.m.	10.15 - 11.45	10.30 - 11.00 <b>Fireside Chat</b> "Open Innovation"	10.30 - 11.45
11.00 a.m.	<b>Security &amp; Privacy</b>	11.00 - 11.45 <b>Expert Panel</b> "Open Innovation"	<b>Product Pitch</b> - Best of Mobile Payment
11.30 a.m.	Talks, Keynotes, Panels	11.45 - 12.15 <b>Case Study</b>	11.45 - 12.15 <b>Idea Pitch</b>
12.00 noon	11.45 - 1.15	12.15 - 12.45 <b>Workshop</b>	12.15 - 12.45 <b>Star Talk</b>
12.30 p.m.	<b>The Internet of Everything</b> Talks, Keynotes	12.45 - 1.15 <b>Case Study</b>	12.45 - 1.15 <b>Idea Pitch</b>
1.00 p.m.	1.15 - 2.00	1.15 - 2.00	1.15 - 2.30
1.30 p.m.	<b>Networking Break</b>	<b>Networking Break</b>	<b>Product Pitch</b> - Best of Mobile Security
2.00 p.m.	2.00 - 2.15 <b>Live Performance</b>	2.00 - 2.30 <b>Fireside Chat</b> "The Internet of Everything"	
2.30 p.m.	2.15 - 3.00	2.30 - 3.15 <b>Expert Panel</b> "The Internet of Everything"	2.30 p.m. - 3.30 p.m.
3.00 p.m.	<b>CIO Summit Part II</b>		<b>Idea Pitch</b>
3.30 p.m.	3.00 - 4.00	3.15 - 3.45 <b>Case Study</b>	
4.00 p.m.	<b>Mobile</b> Talks, Keynotes	3.45 - 4.15 <b>Workshop</b>	3.30 - 4.00 <b>Star Talk</b>
4.30 p.m.	4.00 - 5.00	4.15 - 4.45 <b>Case Study</b>	4.00 - 4.45
5.00 p.m.	<b>Open Innovation</b> Talks, Keynotes		<b>Bingo Time</b>
5.30 p.m.	5.00 - 6.00		
6.00 p.m.	<b>Special Guest</b>		



## Preliminary agenda: Thursday, 19 March 2015

Time	Center Stage Leaders & Visions	Expert Stage Discussions & Debates	Open Stage Ideas & Products
9.00 a.m.	<b>Registration</b>	<b>Registration</b>	<b>Registration</b>
9.30 a.m.			
10.00 a.m.	10.00 - 10.15 <b>Live Performance</b>	<b>Networking Break</b>	<b>Networking Break</b>
10.30 a.m.	10.15 - 11.45	10.30 - 11.00 <b>Fireside Chat</b> "Mobile"	10.30 - 11.45
11.00 a.m.	<b>Disruptive Technologies</b>	11.00 - 11.45 <b>Expert Panel</b> "Mobile"	<b>Product Pitch</b> - Best of Business Intelligence
11.30 a.m.	Talks, Keynotes, Panels	11.45 - 12.15 <b>Case Study</b>	
12.00 noon	11.45 - 12.45	12.15 - 12.45 <b>Workshop</b>	11.45 - 12.15 <b>Idea Pitch</b>
12.30 p.m.	<b>Cloud &amp; Big Data</b> Talks, Keynotes	12.45 - 1.15 <b>Case Study</b>	12.15 - 12.45 <b>Star Talk</b>
1.00 p.m.	12.45 - 2.00	12.45 - 2.00	12.45 - 2.00
1.30 p.m.	<b>Networking Break</b>	<b>Networking Break</b>	<b>Product Pitch</b> – Best of Mobile Devices
2.00 p.m.	2.00 - 2.15 <b>Live Performance</b>	2.00 - 2.30 <b>Fireside Chat</b> "Cloud & Big Data"	2.00 p.m. - 3.00 p.m.
2.30 p.m.	2.15 - 3.30	2.30 - 3.15 <b>Expert Panel</b> "Cloud & Big Data"	<b>Idea Pitch</b>
3.00 p.m.	<b>Mobile</b>		3.00 - 3.30 <b>Star Talk</b>
3.30 p.m.	Talks, Keynotes, Panels	3.15 - 3.45 <b>Case Study</b>	3.30 - 4.00
4.00 p.m.	3.30 - 4.30	3.45 - 4.15 <b>Workshop</b>	<b>Idea Pitch</b>
4.30 p.m.	<b>Security &amp; Privacy</b> Talks, Keynotes		
5.00 p.m.	4.30 - 5.30		
5.30 p.m.	<b>Special Guest</b>		
6.00 p.m.	5.30 <b>Closing</b>		

## Your contacts



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To help you reach your international objectives, CeBIT Global Conferences are also staged in Turkey, India, Brazil and Australia. Ask us for details.