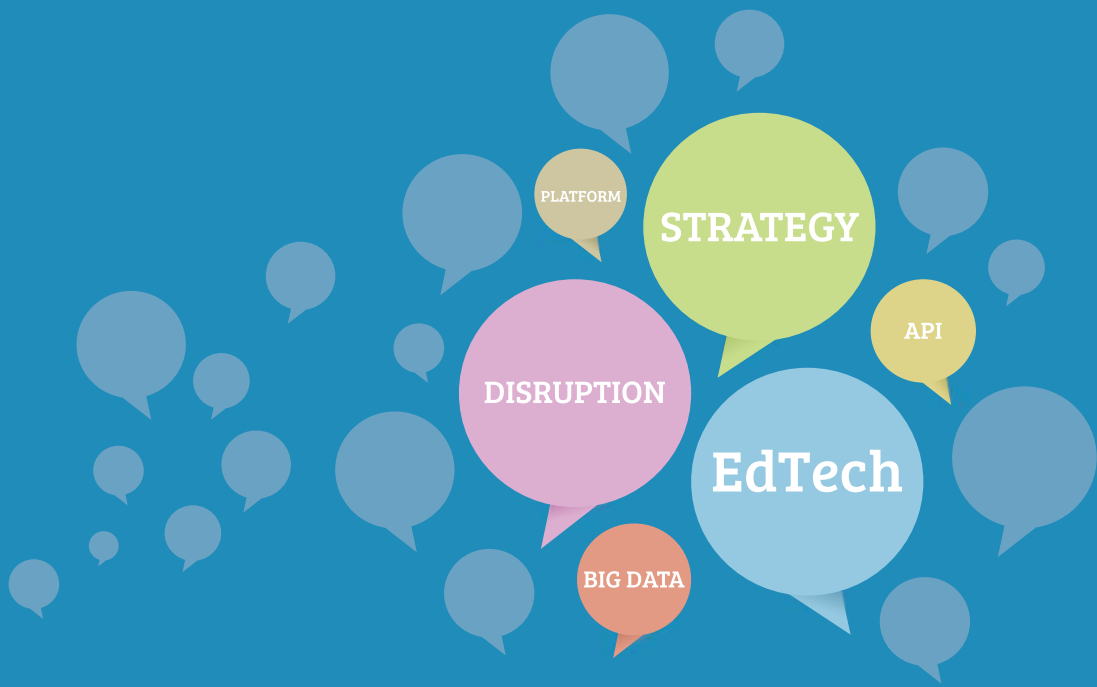


Digital Transformation

Middle East 2017



The Premier Event for Digital Leaders and Disruption Pioneers



Lead the Region's Digital Future

Join the Successful Elite

Partnering or sponsoring Digital Transformation Middle East 2017 is a unique opportunity to connect with the highest quality audience, and create awareness of your brand and activities to foster collaboration and business development.

WHY SPONSOR **DTME 2017**?

Educate & Influence

key decision makers in government and industry. Raise market awareness about your products and services, and be the first in mind when Digital Transformation leaders shop for solutions and services.

Position

your value and brand ahead of competitors in the marketplace. Establish your presence in the lucrative and still emerging Digital Transformation market in the Middle East. Demonstrate your capabilities and market commitment

Prospect

Connect directly with the highest quality audience that includes C-level and senior executives, senior government officers, educators, policymakers, business and IT strategists, entrepreneurs, technologists.

AGENDA AT A GLANCE



Digital Strategy

Get new insights into the future of technology and business: How are new technologies challenging existing businesses? How do businesses see the evolution of technology and how are they preparing for the machine generations to come?



Transformation in Education

What is the impact of digitization and new job requirements have on education (schools, universities, vocational training)? What new types of education and skills are necessary to compete and how will humans work with machines in the years to come?



Digital Services

Explore the new wave of digital services promising extraordinary value creation: robotics, bots, Artificial Intelligence, Predictive Analytics, IoT, Blockchain, etc. and learn how to capitalize on this wave.



EdTech Innovation

Who are the region's leading EdTech innovators? What solutions are they creating to help teach today's digital natives? What are the investment opportunities in this sector?



Digital Entrepreneurship

How digital is enabling a new era of empowered leaders and entrepreneurs? How are these pioneers contributing to the national and regional economy?



Digital Trends in Education

How new technologies like Virtual Reality, Augmented Reality, Bots and Robots and Artificial Intelligence are shaping the future of education? Are our educational institutions ready?

\$369.22 Billion

Global market size for Digital Transformation by 2020

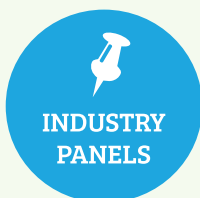
Source: MarketsandMarkets

Digital Transformation Middle East 2017 provides a unique opportunity to participate in the shaping the global conversation on digital disruption.

This high quality, industry leading event is your gateway to lucrative Digital Transformation market in the Middle East.

For more information and to get involved, please contact us at:

dtme2017@knowledgetactices.ca



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> “Every company needs to figure out how to develop their own digital maturity.”

MIT Sloan Initiative on the Digital Economy

> “By 2018, digital business will require 50 percent less business process workers and 500 percent more key digital business jobs, compared with traditional models.”

Gartner

> “Digital transformation becomes boardroom topic as C-s uites drive for competitive advantage in 2016. More than two thirds of enterprises are in the early stages of the Digital Transformation (DX) journey, but few organizations are “advanced.”

IDC 2016 ICT Predictions

A Joint Initiative of:

Knowledge Practices International
3250 Bloor St W
Toronto, ON M8X 2Y4
Canada
Phone: +1 416 273 4448
Email: info@knowledgepractices.ca
Web: www.knowledgepractices.ca

American University of Beirut
P.O.Box 11-0236
Riad El-Solh / Beirut 1107 2020
Lebanon
Phone: +961 1 340 460
Email: communications@aub.edu.lb
Web: www.aub.edu.lb