ETIS -
THE COMMUNITY
OF TELECOM
PROFESSIONALS

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COMMUNITY
GATHERING
SPONSORSHIP
OPTIONS

etis

DRIVING COLLABORATION
WITHIN THE EUROPEAN
TELECOM INDUSTRY

ETIS COMMUNITY GATHERING

Thank you for your interest in supporting the next ETIS Community Gathering!

As the premier conference of European telecom professionals, this two-day event presents an invaluable networking and collaboration opportunity for all of ETIS' Telco Partners and Supporting Parties.

Building upon the enormous success of our post-pandemic Gatherings in Rome (2022) and Berlin (2023), we are looking forward to once again welcoming you in person and affording you the opportunity to directly interact with your peers in person.

Learn more about our Community as well as the benefits and levels of sponsorship here. Have questions? Contact me at wdm@etis.org.

Look forward to being in touch and hope to see you in Prague!

Kind regards,
Wim De Meyer
ETIS Managing Director

etis DRIVING COLLABORATION WITHIN THE EUROPEAN TELECOM INDUSTRY

ETIS COMMUNITY GATHERING
June 4–5, 2024, Prague, Czechia

Shaping The Future Of Telecoms Through The Power Of AI

14+ working groups
250+ attendees
50+ sessions

This year's theme will be: **"Shaping The Future Of Telecoms Through The Power Of AI"**

2023 marked a pivotal year for Artificial Intelligence (AI), building on its 70-year legacy. ChatGPT's usage surged and although the jury is still out, expectations are that AI will revolutionize the way we work, learn and live. The telecom industry, a key knowledge-driven sector, stands on the brink of yet another transformation due to generative AI. Telcos are already leveraging chatbots for customer service and utilizing ChatGPT for drafting marketing and sales documents. However, the opportunities of generative AI extend across multiple areas in telecom:

- **Customer Care**: Enhancements in smart billing, fraud detection, predictive issue resolution, and tailored services.
- **Network Planning**: Advancements in optimal design, traffic simulation, resource allocation, and real-time solutions.
- **Software Engineering**: Progress in code drafting, correction, debugging, troubleshooting, root-cause analysis, testing, and validation.
- **Product and Service Development**: Streamlining product development cycles, innovating existing products, and creating novel AI-driven services and revenue streams.
- **Risk and Supply Chain Management**: Innovative risk modeling approaches.
- **HR**: Optimizing performance management, organizational design, and workforce deployment.
- **Finance**: Enhanced financial decision-making, cost efficiencies, and new revenue channels.
- **Cybersecurity**: trends analysis, synthetic data generation, attack simulation, vulnerability detection

Addressing the risks and limitations of AI, such as bias, hallucinations, shallowness, and its potential misuse for disinformation or cyberattacks, is crucial. This underscores the need for thoughtful regulation.

The ETIS Gathering 2024 in Prague will focus on these AI opportunities and risks for telcos. Our 2-hour Common Session will feature keynote insights into AI's opportunities and risks. Consequently, 15 Working Groups will concurrently explore how generative AI will impact specific activities in their domains as well as discuss other strategic topics and use cases of their interest.

GENERAL INFORMATION

DATE

June 4 – 5, 2024

LOCATION

Vienna House Diplomat hotel

Evropská 370/15, 160 41 Prague, Czechia
*Exhibition, networking and meeting space

Tuesday evening there will also be an organised networking and dinner opportunity in the city centre.

THE BASICS

250+
participants

ETIS brings together the major telecommunications providers in Europe, with over **250 participants from our Community base.** This consists of **30 Partners (**operators**)** and **17 Supporting Parties** (suppliers), representing the industry in **21 countries across Europe**.

Network directly with decision-makers and implementers! Participant profiles range from senior managers/experts to heads of departments to the CxO, CxO-1 members of our Management Board.

Each year the Gathering focuses on the direction of innovation and future of the telecom industry by deep-diving into challenges, opportunities and use-cases. From artificial intelligence to IoT to 5G security, all of the sessions focus on the hottest topics and tech trends.

As a prime sponsor, you have the opportunity to showcase your expertise and leadership through speaking opportunities and participation in our sessions.

50+
sessions

Participants gain deeper insight into trends, discuss challenges and share best practices with their peers across Europe. Working group sessions are designed to be interactive with tangible, concrete takeaways and solutions derived from workshops and roundtable discussions.

Not only engage directly with your customers through the roundtable discussions, but get insights into their current challenges, needs and future vision in areas that matter to you - all while increasing your visibilty and good-will as a supporter of this community.
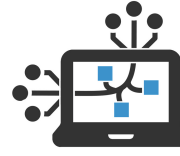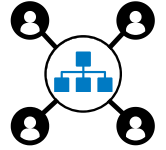
ETIS PARTNERS

PARTICIPANT DOMAINS

The following ETIS **W**orking **G**roups & **T**ask **F**orces meetings take part in our annual Gathering with their individual streams of sessions:
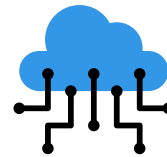

DIGITAL TELCO STRATEGY FORUM

NETWORK + IT TRANSFORMATION WG

ENTERPRISE ARCHITECTURE TF

CSRD TASK FORCE

CLOUD WG

ENERGY COST REDUCTION TF

BUSINESS CONTINUITY TF

INFORMATION SECURITY WG

DIGITAL SALES + CUSTOMER EXPERIENCE WG

DATA PRIVACY TF

DIRECT CARRIER BILLING WG

SMART CHARGING + PAYMENTS WG

TV CONTENT TF

SUSTAINABILITY WG

PROCUREMENT +SUPPLY CHAIN MGMT WG

WHY SPONSOR?

1 VISIBILITY

The ETIS Community Gathering is a unique networking and collaboration platform for the European telecommunications industry with operators from over **21 European countries**.

REACH YOUR TARGET AUDIENCE 2

Interact with the decision makers from the industry-from our management board of CXOs and CXO-1s, to the other senior-level professionals participating in our **14+ working groups!**
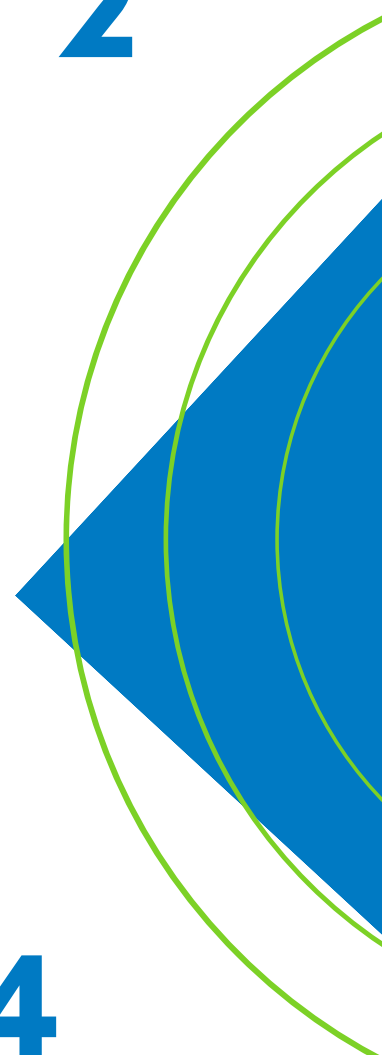
3 POSITION YOUR BRAND

We offer **dedicated space and time** so that you can demonstrate to our Telco Partners and others in the industry that you are the thought leader in your field - providing innovative solutions and value added services for their customers.

VARIETY OF LEVELS 4

We offer a variety of **sponsorship levels** that can be further tailored to your goals. Want your brand featured more prominently as participants enter the conference? Catch participants' eye during coffee breaks? Let us know!

A NUMBER OF WAYS TO INCREASE YOUR VISIBILITY

- Onsite signage
- Booths
- Speaking opportunities
- Hosting dinners, lunches, coffee breaks
- Branding opportunities on sustainable products

SPONSORSHIP LEVELS

- 🔵 **Diamond Sponsor (exclusive)**

- 🟡 **Gold Sponsor (non-exclusive)**

- ⚪ **Silver Sponsor (non-exclusive)**

Each tier can have a booth allocated in the hotel for both days of the event.

OPPORTUNITIES ONLY AVAILABLE TO MAJOR SPONSORS

SPONSORSHIP OF + SPEAKING OPPORTUNITY AT THE TUESDAY DINNER

As a diamond sponsor, your company's logo will be featured as a proud supporter of the ETIS community on each table during the Tuesday dinner (audience: all of the working groups) as well as a speaking opportunity at the beginning of the dinner.

SPONSORSHIP OF THE LUNCHES

As a gold sponsor, your company's logo will be featured as a proud supporter of the ETIS community on each table during the lunches, with the additional opportunity to leave a white paper or substantive article showcasing your expertise and leadership in your domain.

SPEAKING OPPORTUNITY IN A RELEVANT WORKING GROUP

As either a diamond or gold sponsor, additionally you can deep-dive into a topic with your target audience! But note, speaking opportunities within working group sessions are subject to the same rules as in other meetings or webinars - it is an opportunity to share use-cases and demonstrate expertise in a topic. Sales pitches are not permitted.

ETIS CENTRAL OFFICE
CONTACT DETAILS

www.etis.org.

Interested parties can contact **Wim De Meyer** (wdm@etis.org / +32.4.75.843.103) for more information and next steps.