



Payments & Data - are you ready?

November 23th 2016 - 8:30-16:00 - Deloitte, Weidekampsgade 6, Copenhagen

Payments & Data

- are you ready?

Data is key in payment systems of the future - but who owns, secures and uses your transaction data?



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About the conference

The conference will focus on the following topics:

- **Data and knowledge about consumer behavior** is the key to increasing sales and higher customer loyalty for many companies. We focus on some of the biggest players in the Danish market to gain a deeper insight into this important area.
- **Who owns data – and in what way are we allowed to use data?** Offhand, you would think that consumers own their own data – but is this actually the case? We look into new data processing regulations.
- **New payment solutions** are being introduced with great speed – both in terms of payment cards and in traditional banking. What is the reason behind this growth in payment solutions? We look at some of the new players in the market.
- **The EU has introduced new regulations in connection to card payments** – where are we in Denmark on this, and to what extent has this had an impact on the way payment cards are used? We try to look into business models through presentations and panel debates.

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Target audience

The target audience for the conference is decision makers working with payment and data.

At the conference, attendees will get up to date on the latest initiatives and trends and have a personal dialogue with vendors in payment and data.

Attendees will get the opportunity to maintain and extend their professional network in a forum for dialogue and knowledge-sharing with other decision makers.

We expect 120-150 attendees at the conference.

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Program

Time	
08.30 – 09.00	Breakfast and registration
09.00 – 09.15	Welcome - Deloitte & CAC ACADEMY
09.15 – 09.45	Keynote - EU and Competition - where are we on Payments Card Acquiring in Denmark
09.45 – 10.15	Data and Business development (<i>partner sponsored session – example of heading</i>)
10.15 – 10.40	BREAK
10.40 – 11.05	When will Apple Pay start rolling out in Denmark? (<i>partner sponsored session – example of heading</i>)
11.05 – 11.30	Mobile Payments, Loyalty and COOP Denmark (<i>partner sponsored session – example of heading</i>)
11.30 – 12.00	Panel discussion - Mobile Payment solutions and Retailers
12.00 – 13.00	LUNCH
13.00 – 13.25	The Acquiring Battlefield - who is who, and will the winner take it all? (<i>partner sponsored session – example of heading</i>)
13.25 – 13.50	Acquiring as part of the Corporate Banking offer for banks (<i>partner sponsored session – example of heading</i>)
13.50 – 14.15	Save 30 to 40% on Card Acquiring - it's on the web (<i>partner sponsored session – example of heading</i>)
14.15 – 14.40	BREAK
14.40 – 15.05	It's all about data - your new Business Card (<i>partner sponsored session – example of heading</i>)
15.05 – 15.30	Blockchain versus CASH - how to create the future of cash (<i>partner sponsored session – example of heading</i>)
15.30 – 15.55	The future of Payments - insights from the lab (<i>partner sponsored session – example of heading</i>)
15.55	SUMMARY AND CONFERENCE CLOSE - Computerworld & CAC ACADEMY

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Become partner at the conference

The conference offers branding of your company as Platinum, Gold or Silver sponsor – on everything such as all marketing material, the conference program and the conference website. Furthermore, the conference is a lead generating activity as partners will receive the list of attendees with email permission before and after the event.

- ✓ Business opportunity with key decision makers in payment and data
- ✓ Image og profile exposure at key decision makers in payment and data
- ✓ Association with leading players in payment and data
- ✓ Opportunity to showcase concrete solutions to a select and relevant audience
- ✓ Networking with decision makers in payment and data

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Sponsor packages:

Silver DKK 25.000	Gold DKK 35.000	Platinum DKK 60.000	Includes:
		✓	30 minutes speaking in plenary
		✓	Private meeting rooms.
	✓	✓	List of participants with e-mail permission – before and after the conference.
	✓	✓	Distribution of brochures and other material to participants.
	✓	✓	Roll-up/banners in the conference room.
	✓	✓	Branding – logo on e-mail invitations as well as banners at computerworld.dk, in newsletters and at the registration site.
		10 pcs	The possibility to invite 10 participants free of charge. (Ordinary price per person is DKK 2,999 excluding VAT).
2 pcs	6 pcs	6 pcs	Admission tickets for internal personnel, partners, distributors, etc. (Ordinary price per person is DKK 2,999 excluding VAT).
✓	✓	✓	Stand (2 x 3 m) including 1 café table and power in the network area.
✓	✓	✓	Evaluation – including information about participants who are interested in additional information from you.

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Marketing

Recruitment of attendees and marketing of the conference:

- Email invitations to Computerworld's database (34,000 IT professionals)
- Email invitations to CAC academy database
- Banners on Computerworld.dk, Comon.dk, cio.dk
- Banners in newsletters
- Mobile ads
- Company description and logo on event website
- Adwords on Google
- Direct mail to IT decision makers
- Ads in Computerworld magazine and all special editions

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Participants at Payments & Data 2015 – extract

BEC

bZmart

CATSJ Danmark ApS

CellPoint Mobile

Coinify

Danske Bank

Digitaliseringsstyrelsen

Direktoratet for Kriminalforsorgen

DNB Bank

Eurocard

EVRY

FDE A/S

Gemalto

Handelsbanken

Hi3G

Intel Mobile Communications Denmark

Jyske Bank

Loyal Solutions Inc.

LoyLogic

MasterCard

MEEwallet

NaviPartner/Dynamics-Retail.com

Nets

Nordea Finance

Nykredit

Pan-Nordic Card Association

Paradigm Consult

PensoPay ApS

Reepay ApS

Rejsekort A/S

Santander Consumer Bank

SDC

SKAT

SOLID Försäkringar

Swipp ApS

TAXA 4x35

Teller

USG

Verifone Denmark A/S

Visa Europe

Zalr A/S

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Previous participants say:

"Very interesting insight."

"Interesting new perspective on payments."

"Interesting with trends and survey information."

"Very forward seeing and interesting perspectives."

"Insightful and very interesting."

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Evaluation of Payments & Data 2015

- ✓ More than 90 % of participants gained new knowledge
- ✓ More than 80 % of the participants think that the academic content was good / very good
- ✓ More than 80 % of the participants think that the conference overall was good / very good