

tmforum
dtw

18-20 June 2024
Copenhagen



ignite

**Speaker
Guidelines**

Ignite innovation, collaboration, and growth.

DTW24 - Ignite has been carefully curated to promote interactivity between speakers and delegates. As a speaker you will be part of an active conversation with 3,700+ attendees.

We will bring the telco and cloud worlds together in record numbers to reignite industry growth through content, connections, collaboration, and igniting conversations at a pace only possible face-to-face.

DTW24 - Ignite promises even more, but we want to hear from you. How has your story moved on? What fresh, new perspective can you offer?

Every session will have an interactive element. Our audience are the experts and they want to be active participants.

Whether through Q&A, a breakout or interactive demo, you can harness expertise in the room.



3,700+
Attendees



20
Startups and
new tech



110+
Countries



40%
CSPs



55+
Catalyst co-created
solutions



450+
CSP VPs
and above



200+
CSP Companies



700+
Companies



55%
Decision Makers

...covering
the pressing
topics:

ignite

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**Cloud native IT
& networks**

**Zero touch
operations**

**Customer
centricity**

**Data
governance**

AIOps

**The public cloud
in telecoms**

**Platform-based
business models**

Open APIs

**Open digital
architecture**

**Digital
ecosystems**

AI & ML

**New operating
models**

**Network
automation**

Security and trust

**Partnering with
hyperscalers**

**B2B2X models of
collaboration**

Your Community



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We connect

Trade in Zoom for energetic real conversations. Every element of the event is designed to maximize meaningful connections between thousands of participants. Learn as much from the person sitting next to you as the person on stage.



We inspire

Explore new solutions from leading solution providers, see first-hand innovation from leading startups and new tech, and find out how Catalyst co-created solutions are finding new ways of solving industry problems.



We learn

Hear from the trailblazers carving a path into the future. Learn and discuss the latest tech, trends, case studies and business models with those making it happen.



We play

Let's enjoy being together - with a variety of activities designed to be fun and help you connect. From evening entertainment to running clubs, from walking tours of Copenhagen to our resident DJ. This is not all work and no play.



We collaborate

Real-life collaboration that is simply impossible virtually with expert led masterclasses, hands-on workshop spotlights and lunch briefings.

Be a speaker

DTW24 - Ignite's studio stage is reserved for the greatest minds in connectivity. Check out just some of the industry legends that shared their insights with the global TM Forum community in 2023.



Manjot Singh Mann
CEO
M1



Anna Yip
Deputy CEO, Singtel
Singapore & CEO, Business
Development
Singtel



Kiran Thomas
CEO
Jio Platforms



Allison Kirkby
President & CEO
Telia Company



Vikram Sinha
CEO
Indosat Ooredoo
Hutchison



Keri Gilder
CEO
Colt



Fahad Al Hassawi
CEO
du



Veli-Matti Mattila
CEO
Elisa



Li Huidi
Executive Vice President
China Mobile



Shankar Arumugavelu
Chief Digital and
Information Officer
Verizon



**Dr. Rainer
Deutschmann**
SVP and Group COO
Telia Company



Harmeen Mehta
CDIO
BT Group



Scott Petty
CTO
Vodafone



Koen Vermeulen
CIO
Orange



Kathleen O'Reilly
Global Communications,
Media & Technology
Industry Practices Chair
Accenture



Adolfo Hernandez
Vice President, Global Telco
Business Unit
AWS

A truly global speaker line up

We don't just focus on the C-level. We attract leading edge case studies and insights from across the global ecosystem.



Jamal Najem
Chief Transformation
Officer
du



Emil Liedtke
Sr. Director Wholesale
Partnerships &
Innovation
T-Mobile



Bill Chang
CEO, Singtel Digital
InfraCo
Singtel



Mark Düsener
EVP Mobile
Network & Services
Swisscom



Sampada Basarkar
Director of Products and
Platform Engineering
Vodafone



Asitha De Costa
CTIO
EZECOM



Tithirat Siripattanalert
Group CISO CDO
True Digital



Stephanie Ormston
AVP, Digital Services
Integration
AT&T



Alberto Galaso
Head of New Businesses
Masmovil Group



William Cirillo
Director - Public Cloud
Infrastructure &
Engineering - Global
Tech Executive
Verizon



Lou Yu
Deputy CIO
China Unicom Group



Kieran O'Meara
CIO
Telstra



Divesh Gupta
VP - New Technology
& Sales Operations
PCCW Global



Suk Geun Chung
Chief AI Global Officer
SK Telecom

Be a voice of the industry



Across 8 stages DTW24 - Ignite has been carefully curated to promote interactivity between speakers and attendees. As a speaker you will be part of an active conversation with over 250 attendees per conference room.

It's not just about what you say...think about should this be how you say it!

It's important that all speakers have a clear goal and message that they want to communicate. This is more than simply walking on a stage - this is about being an industry influencer. The best speaker is not always the most senior person in the company - it's the right person - is that you? Your goal should be telling a great story that's captivating and cemented in pragmatic how-to knowledge.

Think:

- Who is the best person, partner, colleague to communicate the message?
- What story, case study, opinion piece will inspire my peers?
- What are the key take aways and practical guidance?
- What was the impact and outcomes that can drive forward the industry?



What's the best way to tell your story?

ignite

Whilst DTW24 - Ignite is all about the content – it's not just about what you say... but how you say it!

Our mantra for 2023 was 'if you can do it on zoom, we don't want it in the room.' And for 2024 we're raising the bar! We want every single session to have an interactive element. Our audience are experts as well and they don't want to sit passively, they want to be active participants. Whether through Q&A or polling, as a speaker you can harness the expertise in the room.

We encourage a range of different interactive styles to ensure fresh and dynamic content throughout the event and allows speakers to choose the content, format and presentation style to best deliver their message.

Presentation

We keep Powerpoint to a minimum. Of course we all recognize the importance of a great slide – but a good presentation is more than a deck. It should be inspiring, innovative, and incisive. Our speakers inform our audience and help them take the next step on their own transformation journey. This isn't a product pitch. This is about creating a vision your peers can craft into a reality.

One-on-one interview

Are you driving change? Are you spearheading the innovation in your organization that is disrupting the status quo? Are you willing to talk about the good, the bad and the ugly of your project? Often a presentation isn't enough to delve into the drivers and challenges, the successes and failure and that's why it's hard to beat a one-on-one interview with one of our own experts. Truly interactive. Truly inspiring.

Ask me anything

Show faith in your project and be willing to take those tough questions. Our audience won't hold back so neither should you!

Ecosystem insight

Any project is only as successful as the sum of its parts. As the telecoms industry works with myriad partners, clients and verticals some of our best received sessions are those that bring together all the players to tell their story. Structured as a panel to offer the unique and contrasting perspectives – collaboration in action!

Demos

Actions speak louder than words. Don't just tell attendees what happened, show them the outcome. We're an audience of tech experts and that's what we want to see – tech in action!

It's up to you

These are just some of our formats. If you have a different idea let us know and we will work with you to agree the final format that's right for your session.

More than just a tech conference

Don't take our word for it...
take our attendees'

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On this journey to becoming a digital telco, DTW23 - Ignite helps us by connecting people and ideas across our industry - a diverse meeting of minds - essential to drive real change.

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As no present or future business models will work without communication; TM Forum's DTW23 - Ignite is THE event to attend for hands-on innovation deliveries and insights.

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DTW23 - Ignite demonstrated a lot of energy and true enthusiasm from participants, a true lever for future collaborative work in the community.

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TM Forum provides the platform for sharing what works, what doesn't and co-creating practical answers to common challenges. This year's DTW conference tackled the opportunities and threats head on.

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Surprising openness among competitors, which makes this segment of the industry a unique alliance.

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One of the few global events which covers both business & technological digitalization and transformation in the context of an incredible speed.

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The most influential event in Telecom, hands down. If you aren't here, you are missing out.

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One of the few places that really drives forward the capabilities of a connected world.

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DTW23 - Ignite is an awesome opportunity to meet the most exciting and knowledgeable leaders of our industry and beyond.

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Marketing reach



244,000+
marketable leads in database

 **31%**
CSPs



**EMAIL MARKETING:
9 MONTH CAMPAIGN**

60+
campaign emails sent

1.4m
emails delivered
average email open-rate
19.9% and CTR 7.7%*

**Industry average for CTR is 2.27%*



SOCIAL MEDIA

 **53,000+**

 **13,100+**

332,000+
post impressions with a
5.68%
engagement rate



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