

# Public Safety Communications Europe Conferences

## SPONSORSHIP PACKAGE

PSCE bi-annual conferences provide the ideal format for a lively and interactive discussion on current political, technical and research issues related to the future of public safety communications. This paper explains the conference format as well as the advantages of such an event.



2019 Policy

## An Outstanding Platform for Stakeholders

Twice a year, PSCE hosts a Conference, focusing on the most topical issues in public safety and bringing together policy makers, academic researchers, industrial experts and other interested stakeholders. PSCE Conferences traditionally attract about 70 international participants from more than 20 countries and include representatives of the EU institutions, national authorities, international organisations, regional authorities, industrial partners, civil society, researchers, and other interested stakeholders.

Via our events and reports we contribute to the debate on all public safety communication issues at a European level. We actively involve member states, end-users, business, as well as academia in our initiatives. Our events stimulate debate and new thinking on the future of public safety communications in a radically different way from the traditional events culture. At the same time, they provide unparalleled opportunities for networking with senior representatives from a wide array of different backgrounds. Our aims are to:

- **Involve** and support users, industry and research in exchanging ideas, best practices, developing roadmaps and in research activities to improve future public safety communications
- **Influence** the EU, stakeholders and standardisation bodies by providing expertise and contributions
- **Raise awareness** on the issues and challenges end-users, industry and researchers are faced with in the public safety area, discuss solutions and influence the EU research agenda.
- **Inform** our members about technology developments, challenges, solutions and research activities and outcomes

## Speakers

PSCE has an impressive record in welcoming to its events top-level speakers. European institutions, national governments and various end-users are keen to join our forum to deliver key messages and reach out to a wider European audience. Our speakers have included:

<b>SCHILIRO ROBERTO</b> Civil Protection – Head of Section International Cooperation at European Commission	<b>PERIGNON ISABELLE</b> HEAD OF UNIT, CRISIS MANAGEMENT AND FIGHT AGAINST TERRORISM, DG HOME, EUROPEAN COMMISSION	<b>PURSER STEVE</b> HEAD OF THE CORE OPERATIONS DEPARTMENT AT THE EUROPEAN NETWORK INFORMATION SECURITY AGENCY	<b>BRATCHER JEFF</b> CHIEF TECHNOLOGY AND OPERATIONS OFFICER, FIRSTNET	<b>O'DONOHUE PEARSE</b> HEAD OF UNIT FOR SOFTWARE & SERVICES IN CLOUD COMPUTING, EUROPEAN COMMISSION	<b>SPRING GEOFF</b> SENIOR INDUSTRY ADVISOR, UNIVERSITY OF MELBOURNE
<b>RYOO CHANGHO</b> Chair of International Cooperation Committee, SafeNet Forum Korea	<b>ONIDI OLIVIER</b> Deputy Director of DG HOME, European Commission	<b>BUT DARKO</b> Director– General of the Republic of Slovenia for Civil Protection and Disaster Relief	<b>QUEVAUVILLER PHILIPPE</b> DG Enterprise, Security Research & Industry, European Commission	<b>NOVAK LUKA</b> Emergency Management Department, Municipality of Ljubljana	<b>DIEGO, JOSÉ</b> Valencia Local Police

## Conference Format

- **About 20 speakers** engage in challenging and open discussions before an audience of **60-80**, including **members of the international press**.
- **Roundtables:** A well targeted and balanced group of senior representatives from EU and national institutions, business and research representatives.
- **Collaborative sessions:** Moderators and keynote speakers, taking the floor for short opening remarks at the beginning. These are followed by a debate and spontaneous contributions from the guests facilitated by the moderators.
- **The style:** The discussion is to be frank and informal to encourage an exchange of views.

# Reaching Out

Each conference is accompanied by a fully-fledged pan-European communication and marketing campaign starting a few months before the event. This campaign includes the following:

## Pre-event marketing campaign

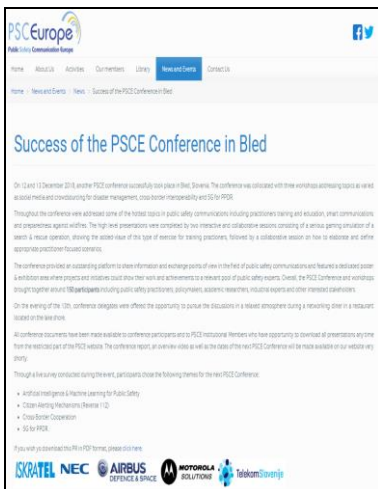
- Mailing to some 3,500 stakeholders all over Europe, with full visibility for partners and supporters;
- PSCE Conference announced on PSCE website, social media channels and newsletter;
- Event information disseminated among online agendas, calendars, and newsletter and via our media partners.

## Press

- Press release sent to security journalists, international editors and major national media;
- Press follow-up by email to secure their participation and coverage;
- Post-conference press release after the event.

## Conference Report

- Electronic publication summarising the debate and highlighting the most significant speakers' quotes, disseminated to all participants and PSCE institutional members
- Conference report posted in the library of PSCE website and announced in our newsletter.



## Sponsorship options

PSCE events and conferences constitute the perfect occasion for companies and organisations to gain more visibility and reach a larger, better targeted pool of stakeholders. Our flexibility makes us adaptable to particular needs:

- **Setting:** it may take the form of a side-event, a presentation, a demonstration, or simply a presentation booth.
- **Duration/time:** It may last half a day or a full day, take place back-to-back, before the conference or separately.
- **Involvement:** You may choose your degree of involvement in the event. We are happy to handle all practical arrangements for you so that you can focus on more important aspects.

Additional advantages include **access to PSCE members and contacts network, visibility on PSCE website and PSCE Newsletters.**

	<b>Annual Package</b> <b>10.000€</b> <small>(for both annual PSCE conferences)</small>	<b>Gold Package</b> <b>5.000€</b>	<b>Silver Package</b> <b>3.000€</b>	<b>Exhibitor Package</b> <b>2.000€</b>
Visibility on PSCE communications channel	✓	✓	✓	
Presentation at the conference	✓	✓		
Exhibition Booth	✓	✓	✓	✓

PSCE also provides the possibility to **showcase products** and the **introduction of services** with the organization of a **side-event** allowing your business to be exposed to several key players within the industry. For the side-event, the rates applied may vary depending on the duration, size and location of the event. Please note that all fees are excluding VAT. For more information, contact [secretariat@psc-europe.eu](mailto:secretariat@psc-europe.eu).