



eSkills for Jobs 2016 High level Conference

Europe in the Digital era – where skills are making the difference

under the Slovak Presidency of the Council of the European Union

17 - 18 October 2016, Bratislava

Aim of the conference

New digital technologies are transforming our lives at a pace never seen before. The impact on the way we live, learn, work has been revolutionary; this new age of information and our networked society continue to transform our entire way of being, both personally and professionally. This digital transformation relies on the availability of appropriate skills for all citizens, from the youngest to the oldest, as acquiring such skills will have a positive impact on finding jobs, reducing unemployment and integrating all citizens into the national life.

Europe's economy relies on the availability of a workforce tuned to the modified ways of working and to the new jobs created from the digital age. Europe must ensure that the new generation, together with the existing workforce, is aware of the new digital careers that are mushrooming throughout all sectors of the economy. Europe needs to ensure that the workforce is trained in these new skills, through traditional and new forms of digital education.

This conference is the last in the series organised by the European Commission with EU Presidencies under the banner of the 'eSkills Weeks' (2010 and 2012) and 'eSkills for Jobs' (2014-2016) campaigns. The conference will take stock of the current digital landscape and explore what the future could bring to us. We will examine how any gaps could be filled and assess the impact of the previous and current actions. We will address how the momentum initiated by the EU e-skills strategy and awareness raising campaigns could be sustained in the future.

The conference will contribute to enhance the political participation of EU officials and high profile national authorities within the context of the Slovakian Presidency to the European Union in order to mainstream e-Skills issue in EU policies and establish concrete actions on how European citizens will adapt to digital technology innovation. The conference will also serve as a major stepping-stone in raising awareness towards ICT professionals, young people and the unemployed that new skills will be needed for the jobs of tomorrow.

This event will have a fresh and interactive format - including panel discussions - focus on best practices, calls for action, practical demonstrations and informal networking opportunities.

Target audience

- Policy makers from the EU, Slovakia and other member states
- Industry leaders and entrepreneurs from all sectors of the economy
- ICT professionals
- Students from secondary and tertiary education interested in digital careers
- Education professionals
- Private and public employment services; career guidance centres

Issues to be addressed

- How digital skills across all sectors and for all citizens are paramount to economic growth
- Are we ready for the digital economy of tomorrow
- What skills are needed by the job market and how to meet the demand
- Digital training for digital jobs
- Awareness campaigns in the future

For program and more information please visit: www.eskills4jobs.sk

Sponsorship Package Overview

Gold – €12,000

Pre-Conference:

- Acknowledgement of sponsorship in materials and promotional e-mails associated with the conference that are prepared by the organiser
- Mention of sponsorship in the conference website
- Including of sponsorship name and quote in press releases concerning the conference, as released by the organiser
- 3 delegates entry to the conference

During Conference:

- A speaker opportunity
- Distribution of sponsor's promotional material with delegate packs
- Exhibition area opportunity (booth)
- Branding across the event (conference poster, banners, programme, delegate bags)

Post Conference

- Branding on post conference materials including the website and the post conference report.

Silver – €8,000

Pre-Conference:

- Acknowledgement of sponsorship in materials and promotional e-mails associated with the conference that are prepared by the organiser
- Mention of sponsorship in the conference website
- Including of sponsorship name in press releases concerning the conference, as released by the organiser
- 2 delegates entry to the conference

During Conference:

- A speaker/discussion panel participant opportunity
- Distribution of sponsor's promotional material with delegate packs
- Exhibition area opportunity
- Branding across the event (conference poster, banners, programme)

Post Conference

- Branding on post conference materials including the website and the post conference report.

Bronze – €4,000**Pre-Conference:**

- Acknowledgement of sponsorship in materials and promotional e-mails associated with the conference that are prepared by the organiser
- Mention of sponsorship in the conference website
- Including of sponsorship name in press releases concerning the conference, as released by the organiser
- 1 delegate entry to the conference

During Conference:

- Distribution of sponsor's promotional material with delegate packs
- Branding across the event (conference poster, programme)

Post Conference

- Branding on post conference materials including the website and the post conference report.

Dinner on 17 October – €15,000**Pre-Conference:**

- Acknowledgement of sponsorship in materials and promotional e-mails associated with the conference that are prepared by the organiser
- Mention of sponsorship in the conference website
- Including of sponsorship name in press releases concerning the conference, as released by the organiser
- 3 delegate entry to the conference

During the dinner:

- Distribution of sponsor's promotional material with delegate packs
- Exclusive branding during the dinner (poster, menu, programme)

Post Conference

- Branding on post conference materials including the website and the post conference report.

Please submit applications to budinsky@itas.sk. Applications will be reviewed in the order of receipt. Sponsorship sums are excluding VAT 20%.

