

# AIIA Navigating Digital Government Summit

5 April 2017, Canberra



## Sponsorship Packages



AIIA Navigating Digital Government Summit

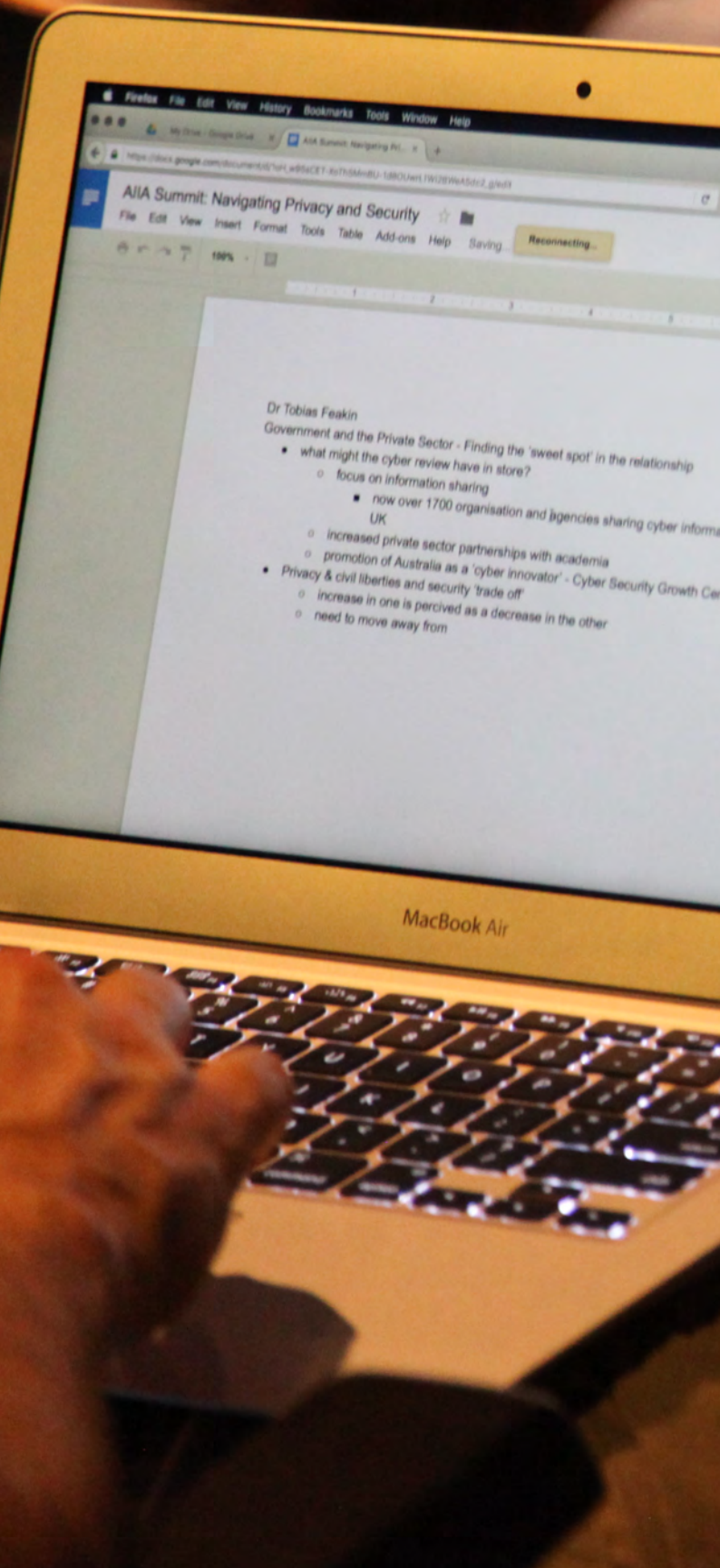
**How technology is transforming the customer experience**

5 April 2017, Hotel Realm Canberra



**aiaa**

australian information  
industry association



## Technology is Transforming the Customer Experience

The 2017 AIA Navigating Digital Government Summit will bring together political, business and technology leaders to discuss the complex issues of how technology is transforming the customer experience and what this means for the way Government does business and interacts with customers in the future.

The Australian government has pledged to create a future-proofed nation, one that is fit to drive higher economic growth and improved standards of living.

Riding the wave of technology-led disruption, agility and innovation is key.

But this also means that the way Government delivers its services and the way it does its business will inevitably need to change.

Keeping pace with the expectations of customers has never been more challenging.

# AIIA Navigating Digital Government Summit 2017

With the technologies such as artificial intelligence, machine learning, cognitive intelligence, robotics, natural language capability and quantum physics a reality, the 2017 Summit will examine customer service, service delivery and customer experiences of the future.

As well as the impact on service delivery, key areas of focus for the Summit will include the implications of these new technologies and customer service expectations on Government policy, risk and governance approaches and consider what this means for the role of government in delivering services in the future.

Through direct consultation with key stakeholders in the development of the Summit program, AIIA can confirm that the 2017 Navigating Digital Government Summit topics resonate with all levels of government and business. This Summit takes the role of technology in government business and service delivery to the next level – with the focus squarely on the experience that customers increasingly expect.



## Key Segment Themes for 2017

- The new world of customer experience: What does the future of service delivery look like and what is the role of new technologies?
- What 'experience' do customers expect? Who's leading the race? How realistic and relevant is it for government to follow?
- Digital technology and the implications of customer service expectations on Government policy and service delivery.
- Responding to the digital expectations of customers: Managing the internal challenges of innovation, risk and governance.
- Technology, customer expectations and government as a platform: challenging conventional government service delivery approaches and the future role of government.





# Goals for the Navigating Digital Government Summit 2017

The world of service delivery is changing.

The laser focus on using increasingly 'smart' digital technologies to improve the citizen experience is helping digitally mature organisations improve their service delivery and relationships with customers.

As citizen expectations of service delivery mature - and increase – in response, governments at all levels are being asked to match the level of service provided to customers online and from the private sector.

This presents challenges but also enormous opportunities for government, particularly where new digital technologies can be integrated with the business.

## The 2017 Navigating Digital Government Summit will:

- Investigate the changing nature of the customer service experience;
- Examine emerging customer expectations in light of new digital technology capability – where these are being met, the implications of falling short of customer expectations and the pay back when customers are satisfied;
- Explore new customer service delivery options;
- Showcase how and where technologies including AI, machine learning, cognitive intelligence etc are being used and to what effect – including the benefits these are delivering;
- Challenge existing service models and explore the implications of new approaches on government policy, governance and risk management arrangements; and
- Consider the implications of new digital technologies and customer expectations for the role of government in service delivery in the future.





## Audience Overview

The Navigating Summit series has a strong focus on engaging government – particularly State and Federal governments. It is an opportunity for industry to demonstrate their expertise, innovation and capabilities to a government audience with the aim of influencing strategic project and procurement design and decisions.

We are expecting a compelling 250+ audience including, but not limited to:

- Federal and State Government Ministers
- Ministerial Advisors
- Federal and State Government policy advisors
- Federal and State Government CIOs
- Public and private sector executives
- Banking and financial service sector leaders
- Business analysts

## Sponsor benefits and package overview

- Educate and Influence key decision makers – government and industry
- Engage and Interact with a high value audience
- Impact through branding and signage
- Ongoing outcomes – remain engaged with relevant AIIA working groups to progress post-Summit recommendations

Three package areas are offered, all with tiered options within them:

- Summit Sponsorship Packages
- Dinner Sponsorship Packages
- Summit Road Show Sponsorship Packages

## Compelling Speakers

Key Government and Industry leaders, including MPs, CEOs, CIOs and Senior Executives have been invited to share their insights into this rapidly evolving space including:

- The Hon. Angus Taylor, MP, Assistant Minister for Cities and Digital Transformation
- The Hon Ed Husic, MP, Shadow Minister for Employment Services, Workforce Participation and Future of Work. Shadow Minister for the Digital Economy

# Summit Day

## Sponsorship Packages

	Diamond	Platinum	Gold	Silver	Bronze	Catering Break	Lanyard	Coffee Cart	Satchel
Exclusivity on sponsorship category	1	1	7	5	2	1	1	1	1
Summit naming rights	•								
Plenary keynote address #1 (30 mins)	•								
Plenary keynote address #2 (30 mins)		•							
Session keynote address (break-out session – 30 mins)			•						
Session panellist				•					
Session MC					•				
VIP introductions	•	•							
Pre-summit speaker briefing invitation	•	•	•	•	•				
Brand statement / customer testimonial video (2 minutes max; recorded pre-Summit; published on Summit website and played within Summit program)	•	•	•						
Logo on event lanyard							•		
Logo on event satchel	•	•	•	•	•	•	•	•	•
Banner(s) (pull up style)	3	3	2	1					
Logo on Summit event flyer, e-communications and Summit website	•	•	•	•	•	•	•	•	•
On-screen 30 second video advertisement in venue presentation room	•	•							
On-screen static slide page advertisement in venue presentation room			2	1	1				

For **sponsorship enquiries** please contact Kerryn Nelson – 0417 035 536 or email [kerryn.nelson@bigmouth.net.au](mailto:kerryn.nelson@bigmouth.net.au).

## Summit Day Sponsorship Packages (ctnd.)

	Diamond	Platinum	Gold	Silver	Bronze	Catering Break	Lanyard	Coffee Cart	Satchel
Inclusion in Summit social media strategy	•	•	•	•					
Recognition by MC	•	•	•	•	•	•	•	•	•
Inclusion on sponsors slides						•	•	•	•
Number of summit tickets (includes morning tea, lunch and afternoon tea)	10	8	5	4	4	2	2	2	1
Summit dinner tickets	5	5	3	2	1				
Summit roadshow tickets in state of your choice	1	1	1						
Priority seating	•	•	•						
Attendance listings (organisation, registered attendee name and job title)	•	•	•	•	•	•	•	•	•
Brochures at registration desk/seats or in satchel	•	•	•	•					
Thought Leadership EDM	•	•	•	•					
Invitation to participate in Summit media strategy	•	•	•						
Inclusion of question in post-summit survey	•	•							
Post-Summit summary report	•	•	•	•	•	•	•	•	•
Opportunity to provide & present speaker thank you gift, as approved by AIIA	•	•							
Opportunity to provide branded notepads or pens on tables	•	•							
<b>Sponsorship package cost (ex GST)</b>	<b>\$35,000</b>	<b>\$27,000</b>	<b>\$17,500</b>	<b>\$8,500</b>	<b>\$4,900</b>	<b>\$4,000</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$1750</b>

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# Summit Dinner Sponsorship Packages

	Diamond	Platinum	Gold	Silver	Bronze Table	Pre-dinner Drinks
Exclusivity on sponsorship category	1	2				1
Dinner keynote	●					
Dinner keynote welcome/thank you		●				
Opportunity to deliver a 5-minute welcome speech at the conference cocktail reception						●
Banner(s) (pull up style) at dinner	2	1	1			
Banner(s) (pull up style) at pre-dinner drinks						●
Logo on summit dinner flyer, electronic communications and summit website	●	●	●	●		●
Bronze Table Sponsor Logo signage on table					●	
On screen digital advertisement in venue presentation room (graphic or 30 second video)	●	●	●	●		●
Inclusion on sponsors slide	●	●	●	●	●	●
Recognition by MC	●	●	●	●		●
Number of summit dinner tickets (seated on sponsor table)	10	10	10	5	10	1
Summit dinner head table tickets	2	1				
Priority seating	●	●	●	●	●	
Attendance listings (organisation, registered attendee name and job title)	●	●	●			
Brochures at registration desk / seats	●	●				
Thought Leadership material EDM	●	●				
<b>Sponsorship package cost (ex GST)</b>	<b>\$9,900</b>	<b>\$6,900</b>	<b>\$4,900</b>	<b>\$3,500</b>	<b>\$2,400</b>	<b>\$5,900</b>



## Summit Road Show Sponsorship Packages\*

	Gold	Silver	Bronze	Morning Tea	Coffee Cart
Exclusivity on sponsorship category	1	2		1	1
Summit Roadshow event naming rights	•				
Plenary address	•				
Session address		•			
Session panellist	•				
VIP introductions	•				
Pre-Summit speaker briefing invitation	•	•	•		
Banner(s) (pull up style)	3	2	1	1	1
Logo on Summit event flyer, electronic communications and Summit website	•	•	•	•	•
Inclusion in Summit Roadshow social media strategy	•	•	•		
On-screen digital advertisement in venue presentation room (30 second video)	•				
On-screen digital advertisement in venue presentation room (static graphic)		•	•		
Inclusion on sponsors slide	•	•	•	•	•
Recognition by MC	•	•	•	•	•
Number of Summit Roadshow tickets at Roadshow event, including morning tea	5	3	2	1	1
Attendance listings (organisation, registered attendee name and job title)	•	•	•	•	•
Brochures at registration desk / seats	•	•	•		
Thought Leadership eDM	•	•			
Inclusion of question in post-event survey	•	•	•		
<b>Sponsorship package cost (ex GST)</b>	<b>\$14,900</b>	<b>\$10,500</b>	<b>\$5,900</b>	<b>\$2,500</b>	<b>\$1,000</b>

\* Summit Roadshow sponsorship offerings are based on a 'per event' schedule and the number of events to be held across the country is subject to change. For **sponsorship enquiries** please contact Kerry Nelson – 0417 035 536 or email [kerryn.nelson@bigmouth.net.au](mailto:kerryn.nelson@bigmouth.net.au).

## Other Terms and Conditions

- This sponsorship prospectus is subject to change at any time
- All prices are quoted in Australian Dollars and exclusive of GST
- The listed prices are AIIA member only prices
  - Sponsorship opportunities will be initially offered to AIIA members; non-members as available
  - AIIA non-members cannot sponsor at Diamond or Platinum levels and option for non-members to sponsor at other levels is at the sole discretion of AIIA. Where non-members are permitted to sponsor, AIIA non-member pricing is 50% above the AIIA member only list price.
- Event dates are subject to change and confirmed sponsors will be advised in advance of alterations
- Additional event tickets can be purchased at the rates advertised on the AIIA website for the event
- Sponsors are responsible for shipment (before and after event) of pull-up banners
- Sponsors are responsible for travel and accommodation associated with their delegates, staff and speakers
- AIIA, at its sole discretion, may choose to upgrade some components of a sponsors package
- Summit Road Show Sponsorship offerings are based on a per event schedule and the number of events to be held across the Country are subject to change

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