

Factory Berlin^{OTV}

Online Show & Event Experience | November 2020

Factory Berlin



What is Factory Berlin TV?

The dinner table is a place for conversation, exchange, and relationship building. A drink shared with a good company can inspire the most innovative ideas.

Factory Berlin invites you to share the table with our experts and discuss the hottest topics and pressing matters in a relaxed atmosphere.

Factory Berlin TV is a curated live online experience, streamed from the heart of Berlin's tech and innovation community. We'll be joined by global thought leaders, changemakers and industry experts to discuss the latest trends and developments in the industry, and take a look behind the scenes at market leading companies.

Immerse yourself in a cutting-edge interactive event; meet online fans face to face; engage in conversation with our digital community; answer questions; connect with our network and ecosystem; and get immediate product or strategy feedback through our live audience polls.

Future of Cities: How Mobility is Shaping Urban Areas

Online Show

Expert talks & table discussions

Interviews

Q&A

Let's take a glimpse into the future of mobility.

A lot has been shared about the latest innovations and cutting-edge mobility solutions. But how can cities adapt and find solutions to integrate new mobility services in an efficient and sustainable way?

With a panel of experts and industry leaders we'll look into the evolution of urban spaces in response to the changes in mobility solutions and consumer transport behaviours.

Programme

Spotlight



Take a seat, and we'll have a chat.

Up close and personal interviews to let your fans learn what makes you tick.

Discussion



Let's talk business!

The open table discussion on industry news and trends offers you a stage to share your expertise, present your products and company vision in a relaxed atmosphere,

Live Poll



Find out what your customers really think...

Reach the audience through curated polls on your most challenging business questions, gather insights and discuss the results live on the show.

Face-to-Face



Face our online audience.

A live Q&A with a twist, you'll be able to give your answers face-to-face with your fans on screen!

Agenda Agenda Agenda Agen

			●	01m	Introduction
			●	02m	Welcome Moderation
	Start	Topic	●	20m	Spotlight, 4 minutes per speaker
●	17:30	Mobility	●	30m	Discussion: News, Trends, Live Polls
	End		●	10m	Face-to-Face Q&A
●	19:10		●	03m	Conclusion & Outro

The Pilot Episode

Next Bite

Watch it here →

The first episode brought together an unparalleled group of industry leaders and innovators to explore the most pressing challenges and opportunities facing the foodtech sector in 2020: circular thinking, tech solutions, alternative protein, personalised nutrition and hospitality after COVID-19.

3.5

Hours of Content

8.1K

Views

16

Speakers

243.1K

Social Media Impressions

905

Social Media Post Clicks

28

Days of Accumulated
Watch Time

10K

Playbacks

4

Table Discussions

79.2K

Social Media Reach

3.4%

Engagement Rate

Sponsorship packages

Partner

- Become a partner to participate in the show, leverage engaged audience by providing a targeted live poll question, generate leads and showcase your services and products through advertisement during the break.

€ 1.500

PER EVENT

Patronage

- As an exclusive sponsor of the show, co-curate the experts and discussions, maximize your brand visibility within the Factory Berlin community and leverage the reach of our external channels.

€ 5.000

PER EVENT

Additional costs might occur due to extra services required.

Partner



- Logo representation in our Social Media & print communications
- Company description and logo on the event landing page
- Predefine what target group you want to address with the show and get the fully lead list after the event to retarget the attendees
- Advertisement during the break of the show
- Instagram Takeover to get the full social media coverage

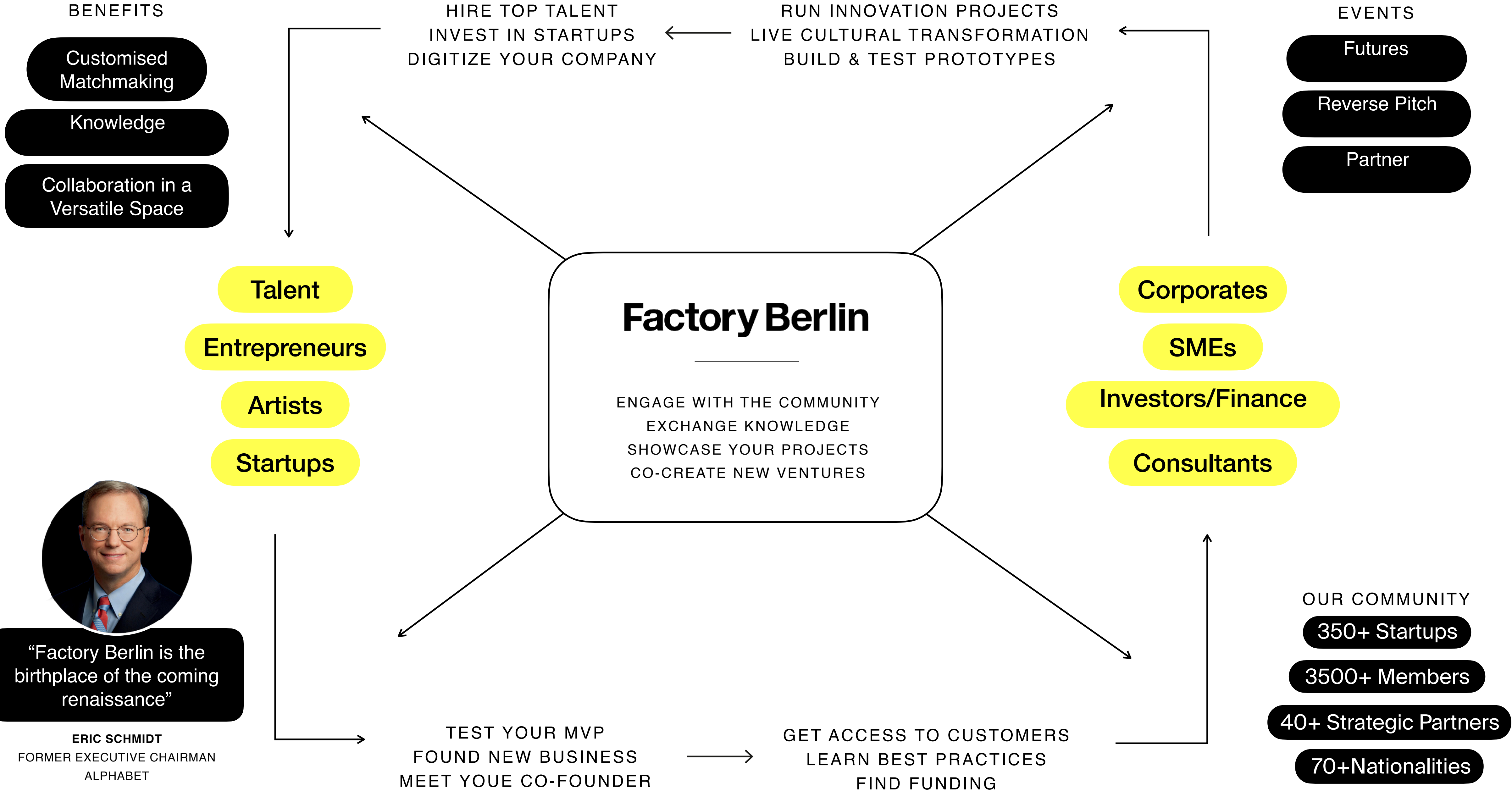
Sponsor

Partner

Patronage



- Logo representation in our Social Media & print communications
- Company description and logo on the event landing page
- Provide a question that will be live polled on during the online show
- Predefine what target group you want to address with the show and get the fully lead list after the event to retarget the attendees
- Distribution of marketing materials in the Community
- Post email follow-up to attendees with the recognition
- Branding opportunities & product placement in the show
- Post event editorial coverage
- Involvement in the conceptualization of the event content and speakers



BENEFITS

Customised Matchmaking

Knowledge

Collaboration in a Versatile Space

Talent

Entrepreneurs

Artists

Startups



“Factory Berlin is the birthplace of the coming renaissance”

ERIC SCHMIDT
FORMER EXECUTIVE CHAIRMAN
ALPHABET

HIRE TOP TALENT
INVEST IN STARTUPS
DIGITIZE YOUR COMPANY

RUN INNOVATION PROJECTS
LIVE CULTURAL TRANSFORMATION
BUILD & TEST PROTOTYPES

EVENTS

Futures

Reverse Pitch

Partner

Factory Berlin

ENGAGE WITH THE COMMUNITY
EXCHANGE KNOWLEDGE
SHOWCASE YOUR PROJECTS
CO-CREATE NEW VENTURES

Corporates

SMEs

Investors/Finance

Consultants

OUR COMMUNITY

350+ Startups

3500+ Members

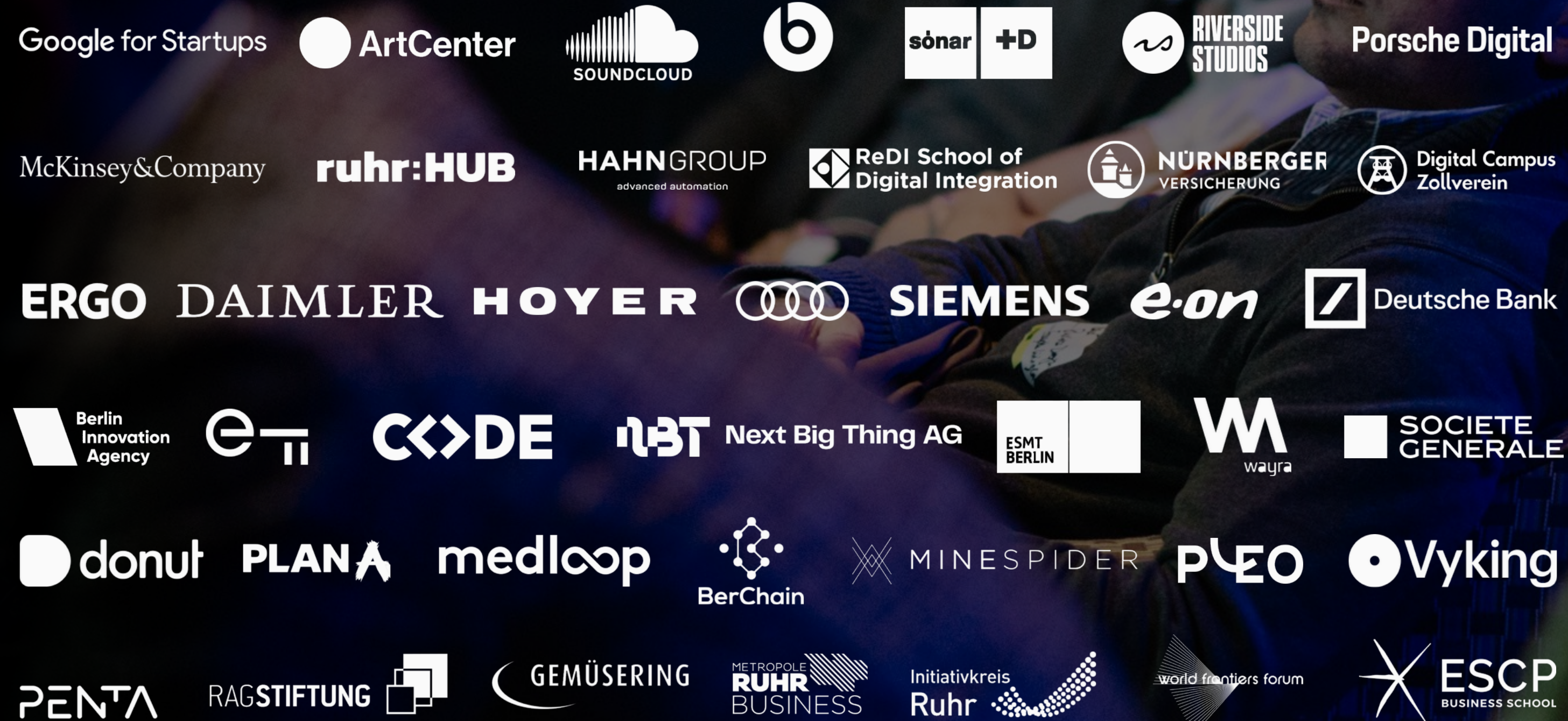
40+ Strategic Partners

70+ Nationalities

TEST YOUR MVP
FOUND NEW BUSINESS
MEET YOUR CO-FOUNDER

GET ACCESS TO CUSTOMERS
LEARN BEST PRACTICES
FIND FUNDING

Our ecosystem



Sponsorship & Event Management



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Factory Berlin