SMART COUNTRY CONVENTION

CITY.COUNTRY.TECH
15 – 17 October 2024
hub27 | Berlin Exhibition Grounds

The leading event for the digital state and public services.

Organiser

bitkom | IIIIII Messe Berlin

smart country
convention

Text Modules Smart Country Convention 2024

To ensure the Smart Country Convention 2024 is a success it is important to have strong partners to assist communications. This document provides a selection of texts and text modules for that purpose. You are welcome to use the texts below and disseminate information on the event via your communication channels (newsletter, website, events calendar and social media etc.). Many thanks!

Your communications contacts are:

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Key Facts Smart Country Convention

Date: 15 – 17 October 2024

Venue: hub27, Messegelände Berlin

Hashtag: #SCCON24

Website: https://smartcountry.berlin

Social Media: Twitter | LinkedIn | Facebook | Instagram

Intro Text #1

Modern government, digitized authorities and smart cities: The Smart Country Convention is the leading event for innovating the public sector and digitizing our cities. From 15 to 17 October, taking place at the Berlin Exhibition Grounds, the three-day event will again bring together local government, politics, the digital economy, associations, start-ups and science. With more than 15,000 participants, SCCON24 is a must for all those who are driving and helping to shape the evolution of the public sector. Sessions, workshops, expo areas and side events will gather decision-

makers and pioneers from both digital economy and politics. For additional information: https://www.smartcountry.berlin/en

Intro Text #2

Taking as its slogan 'City.Country.Tech', the Smart Country Convention from 15 to 17 October 2024 will focus on e-government, smart cities and smart regions. Within more than 300 sessions on 4 stages and numerous workshops, first movers will show how digitization can be put into practice and how to develop the digital cities and regions of tomorrow. The convention expo will augment the stage presentations with demonstrations – digitization close-up. On the third day of our event, the SCCON Career Day will put the topic of career development and management in the spotlight, enabling employers and talents to connect and discover new opportunities. As the leading event for the digital state, the Smart Country Convention will gather 15,000 representatives of local government, politics, digital economy, associations and science: a must for everyone shaping the digital transformation of the public sector. Register for free here: https://www.smartcountry.berlin/en/visit/tickets

Website / News #1

Overcrowded waiting rooms and long turnaround times: 9 out of 10 people in Germany think that local offices take too long to process their requests. The good news is that the digitization of Germany's cities and municipalities is picking up speed. While there is still space for improvement, the overall expectations of digital administration in Germany are growing steadily. The Smart Country Convention shows how digitization and innovation of administrations, cities and municipalities can be shaped.

City.Country.Tech. From 15 to 17 October 2024 the Smart Country Convention will put the digital transformation of local government and the development of smart cities and regions into the

spotlight. The keynotes and panel discussions taking place on four stages will give you first-hand insights on the latest trends, strategies, and best practices within the public sector. At the SCCON expo, more than 300 exhibitors will present their visionary solutions – digitization close-up. Interactive workshops will provide an opportunity to gain digital expertise for your workplace, and the networking areas and side events will give you the opportunity to connect with experts and like-minded people.

As the leading event for the digital state, the Smart Country Convention will gather 15,000 representatives of local government, politics, digital economy, associations, start-ups, and science: a must for everyone driving the digital transformation of the public sector.

We are a partner supporting the Smart Country Convention and look forward to an inspiring exchange of ideas. For additional information: https://www.smartcountry.berlin/en

Website / News #2

Whether it's IT security, mobility, energy or sustainability - digital transformation is no longer an option and its potential is far from exhausted. While the public sector offers broad opportunities for improvement, the overall expectations of digital administration in Germany are growing steadily. From 15 to 17 October 2024, taking place for the seventh time, the Smart Country Convention will show how the digital transformation within the public sector can be shaped. The leading expo and conference for the digital state will gather all the relevant players representing local government, politics, digital economy, associations and science to put the key topics and trends in the fields of e-government, smart cities, smart regions, IT security, mobility, energy and sustainability into the spotlight.

As a partner of SCCON24, we are actively supporting the Smart Country Convention and look forward to an inspiring exchange of ideas. For additional information:
https://www.smartcountry.berlin/en

Smart Country Convention on Twitter

Twitter channel: @SmartCountryCon

Hashtag: #SCCON24

Sample Tweets

- We are partnering with @SmartCountryCon! Together, we will shape the digitization of the public sector from 15 to 17 October 2024. #SCCON24 Register for free at: https://www.smartcountry.berlin/en/

- City.Country.Tech. The @SmartCountryCon is back from 15 to 17 October 2024 – and we are back again as a partner of #SCCON24! Find out more here: https://www.smartcountry.berlin/en/

- Save the Date: from 15 to 17 October 2024, we will be digitizing the #PublicSector at the @SmartCountryCon #SCCON24. Find out more: https://www.smartcountry.berlin/en

Smart Country Convention on Facebook

Facebook: @smartcountrycon | Link: https://www.facebook.com/smartcountrycon/

Hashtag: #SCCON24

Smart Country Convention on LinkedIn

LinkedIn: @smartcountryconvention | Link: https://de.linkedin.com/company/smartcountryconvention

Hashtag: #SCCON24

Facebook/LinkedIn Sample Posts

- As the leading event for the digital state, the Smart Country Convention is taking place for the seventh time – and we are back again as a #SCCON24 partner! From 15 to 17 October 2024, we will be digitizing the #PublicSector. Free tickets are still available at: https://www.smartcountry.berlin/en/visit/tickets/

- Modern administration, digitalized authorities and connected cities: the public sector needs innovation and collaboration. At the Smart Country Convention, experts from digital economy and public administration will show how digital transformation can succeed. Experience more

than 600 speakers, 300 exhibitors, exciting workshops and new career opportunities from October 15 – 17 at #SCCON24 – the leading event for the digital state.

As a partner, we are supporting the Smart Country Convention and look forward to an inspiring exchange of ideas. For additional information: https://www.smartcountry.berlin/en/

- City.Country.Tech. The Smart Country Convention focuses on groundbreaking ideas, concepts and solutions for the digitalization of the public sector – drop in and take a look into the digital future at the #SCCON24 from 15 – 17 October 2024. Register for free at: https://www.smartcountry.berlin/en/

Usage Guide | Use of the supplied graphics

The graphics files supplied with the 2024 communications package can be used freely. Depending on the channel/occasion, here is a small selection of motifs as follows:

- Key Visual for #SCCON24 (including date and location).
- We will be there / I will be there graphics (for partners and participants)
- Sharepic „MEET ME @SCCON24" and „SPEAKER @SCCON24"
- Social media SCCON slogans, such as "I don't give a fax"
- Logos