connect

TECHNOLOGY CONFERENCE

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The annual technology conference for the ICRC, IFRC and its 191 member national Red Cross and Red Crescent societies.

SPONSORSHIP BOOKLET

Bangkok | May 2024

Concept

Problem Statement

The International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent (IFRC), along 191 national Red Cross and Red Crescent societies, globally share common challenges in leveraging technology within the digital realm to maximise their impact.

The expansive nature of the IT industry underscores the significance of collaborative networking to address intricate technological issues.

Purpose

CONNECT 2024 aims to nurture a global Tech/Digital community for the ICRC, IFRC and its 191 national societies to strengthen the technological capability of all national societies.

The event is held yearly face-to-face and is co-organized by the ICRC and IFRC as part of a more extensive series of hybrid events and initiatives.

Goal are to:
foster community building, optimize reciprocal learning, and expedite the humanitarian influence of national societies through technology.
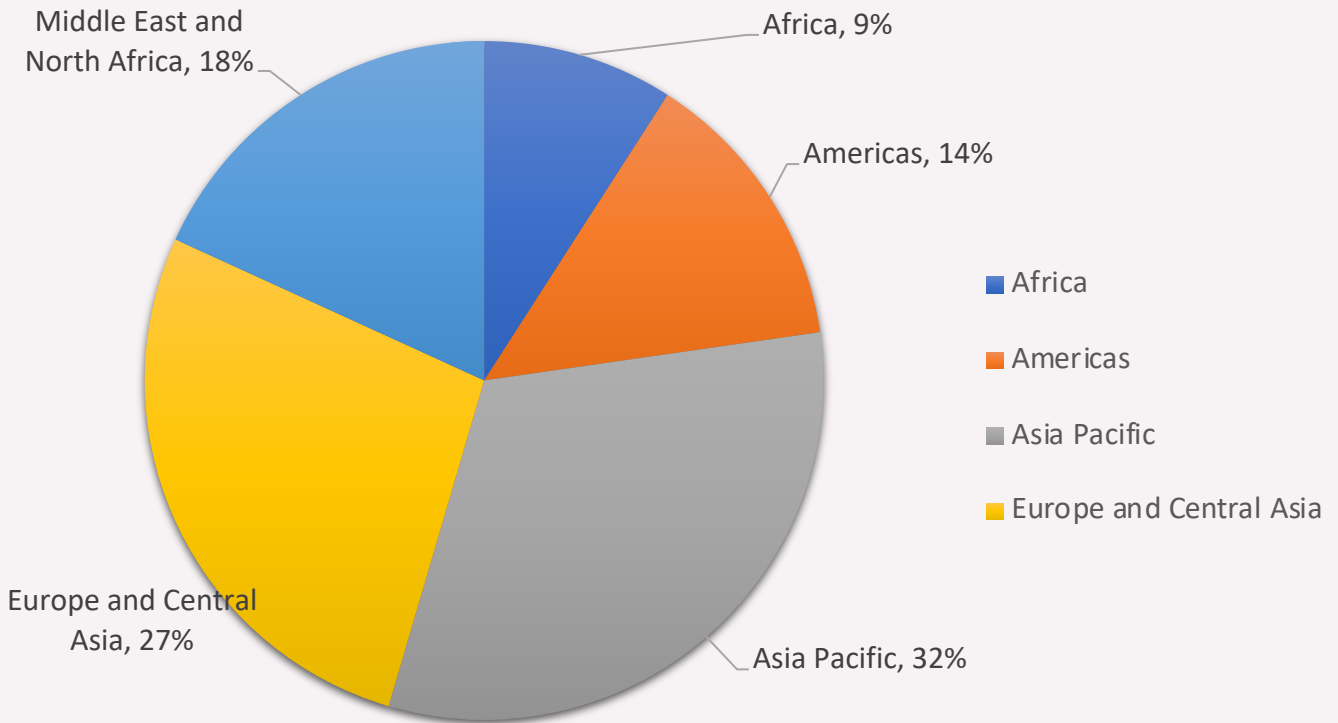
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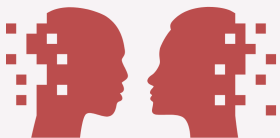CONFERENCE

Who Will Attend This Conference?

CIOs/Tech/Digital/Data Leader from National Societies across the globe

- Africa, 9%
- Americas, 14%
- Asia Pacific, 32%
- Europe and Central Asia, 27%
- Middle East and North Africa, 18%

Legend:
- Africa
- Americas
- Asia Pacific
- Europe and Central Asia

Connect offers a unique opportunity for

- Brand exposure
- Networking through unique social events
- Engagement
- Impact with 191 national Red Cross and Red Crescent societies

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Sponsorship Packages

Sponsorship – 25,000 CHF

- 2 invitations to the event and gala dinner to announce the winner of the [AI Pioneers Award](#)
- Branding on event lanyards
- Branding in the areas used for coffee breaks and lunches
- Sponsor table at the gala dinner
- Branding in digital and physical media
- To be organized depending on the sponsorship domains:
    - Option 1 – Sponsor presentation during welcome drinks on Day 1
    - Option 2 – Sponsor breakout workshops on Day 3
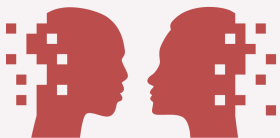
ONLY 6 SPONSORSHIPS ARE AVAILABLE

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Agenda
TO BE CONFIRMED

Date	**13-16 May 2024**
Location	Bangkok, Thailand
Participants	CIOs and tech leaders from 30 National Societies

Format	• May 13 - 6pm: Welcome drinks & 2 Sponsor Presentations
	• May 14:
	    ○ Full day of workshops dedicated to the progresses of the communities of practice since 2023
	    ○ Evening: Tech Leaders Dinner
	• May 15:
	    ○ Morning: Innovation focus
	    ○ Afternoon: seeing real-world applications of technology by visiting local technology start up
	• May 16:
	    ○ Morning: Next steps engagement for Communities of Practice and 4 Sponsor presentations / breakouts

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More Info:

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