The Open Data Institute’s (ODI’s) annual flagship event brings people together to discuss critical issues around the future of data.

This year’s virtual event: ODI Summit 2020 – Data Futures – will include an exciting line-up of keynote speakers, interactive panels, roundtable discussions, performances, taster workshops and demos exploring key themes about the future of data.

The event has keynotes by the ODI’s co-founders – inventor of the web Sir Tim Berners-Lee and artificial intelligence expert Sir Nigel Shadbolt – and the ODI’s Vice President Jeni Tennison.

1,000+ attendees from across the globe
60+ diverse and high-profile speakers
Critical issues in data and tech
Performances and exhibitions
Past sponsors include:

GitHub
Deutsche Bank
THOMSON REUTERS
Amazon Web Services
Experian
Data Pitch
Microsoft
Epimorphics
Innovate UK
Technology Strategy Board
Mellanox
OpenActive
Ordnance Survey
Softwire
Why sponsor the ODI Summit?

Over 1,000 guests from across the globe join us for the ODI Summit, including senior government officials, policymakers, business leaders, startup innovators, civil society and academics.

Our summit attracts a range of high-profile guests, with government officials and senior leaders making up the majority of attendees.

Show leadership in your sector around current data issues by aligning your organisation with the ODI’s mission and high-profile summit speakers.

Get your brand seen by a large, influential international audience spanning the UK, Europe, North America and Asia. We’ve shifted the timing to start at 13:00 UK time to attract audiences from further afield.

Gain exposure to national media coverage; ODI summits are often covered by BBC, The Times, Guardian, Economist, Civil Service World and Computer Weekly, among others.

Support ethical data use by demonstrating your commitment to the ODI’s vision to make data work for everyone.
ODI Summit 2019 – key stats

8.5M+ Media reach

22K ODI Summit web visitors

1K+ Talking about #ODISummit on Twitter

7.6M Potential social media reach

3K+ Tweets

550+ Attendees
How can humanity harness the power of data in a changing world?

Cutting-edge ideas
The summit uniquely gathers people from governments, businesses and civil society to discuss major issues of the day – from data ethics to emerging technology, art, and culture.

Inspirational speakers
We carefully curate the event to feature diverse, inspirational and influential speakers, who attract significant press and social media coverage.

Wide media reach
Coverage of the ODI Summit 2019 reached more than 8.5M through major publications such as the BBC, The Times, and the Economist, and #ODISummit trends on Twitter each year.

International audience
Being online allows us to expand our reach and connect with diverse, international speakers and participants.
What people say

“There’s always a moment of original thought that pops up on stage or in a conversation, where you say ‘ah, that wasn’t yet in our strategy, we better do something about it.’”

Volker Buscher,
Director, Chief Data Officer, Arup

“The ODI summit was the first time I was in a room full of open data and digital experts talking about diversity in the sector and the need to improve outcomes.”

Zamila Bunglawala
Director, International Education Directorate, Department for Education
KEYNOTE SPEAKERS

Speakers explore critical issues around data and its roles and impacts across sectors – from commercial business to public services, the arts to charities.

Sir Tim Berners-Lee
Engineer, computer scientist and inventor of the World Wide Web

Sir Nigel Shadbolt
AI expert and Professorial Research Fellow at University of Oxford

Jeni Tennison OBE
Vice President of Open Data Institute

Photo: the ‘State of the Nation’ keynote at the ODI Summit 2019
(From left to right) BBC tech journalist and presenter, Zoe Kleinman, interviewing ODI co-founders Sir Nigel Shadbolt and Sir Tim Berners-Lee.
Future-focused keynotes, interactive panels, performances and demos will consider nine themes around how we can harness the power of data in a changing world.

Photo: Caroline Criado Perez, Writer, journalist, campaigner and author of *Invisible Women: Exposing Data Bias in a World Designed for Men*
NETWORKING: Our online event platform will create multiple opportunities for engagement. Each stage and session will have chat and polls, enabling participants to engage live with the presentations, as well as each other, in real-time.

‘Chat-roulette’ networking will create randomised 1:1 three minute video conversations for those who want them. There will also be multiple opportunities for roundtable video conversations, both around specific topics and in the virtual ‘coffee lounge’
Who’s coming?

Delegates include:
- C-suite decision makers
- Data scientists and engineers
- Investors
- Pioneers in academia
- Policy and public sector figures
- Strategic leaders

Job level:
29% of participants at the last ODI Summit were C-suite decision makers. 4% were press or media.

Public/private split:
- Private Sector (60%)
- Public Sector* (40%)
  *including governments, academia and charities

Job level distribution:
- C-suite 29.4%
- Manager 38.1%
- Other 19.2%

Public/private split distribution:
- SME 27.9%
- Enterprise 24.7%
- Startup 7.5%
- Freelance 0.6%
- Other 39.1%

Our curated guest list includes open data experts across the whole spectrum: CEOs | CTOs | CIOs | CDOs | CMOs | COOs | chairs | corporate leaders | consultants | content creators | directors | data scientists | data curators | data analysts | data architects | data innovators | data collectors | digital leaders | digital marketers | futures directors | founders and co-founders | heads of global data journalists | managers | open data leads | open knowledge experts | open government leads | PhD researchers and academics | policy makers | public sector workers | national press | researchers | robots | security specialists | semantic analytics | strategists | startups | technologists

theODI.org
Our online event platform

The ODI Summit 2020 will bring the community, creativity and connection of our in-person events to even more people online.

We’ve taken a lot of care to choose the right platform for this year’s online event. Hopin is a virtual venue that is designed for connecting and engaging, with multiple ways for partners and delegates to meet and interact.

The ODI Summit will be held across multiple virtual rooms, with attendees free to move between them. There’ll be plenty of space for roundtables, workshops and fireside chats – all alongside a virtual expo with engaging partner ‘booths’ and our Data as Culture art exhibition.

By switching to online, we’re also able to greatly reduce the environmental impact of our event – while opening up the conversation to a much more diverse audience.
What does the sponsorship include?

Our event platform has a virtual expo area, which is immediately accessible from the event reception page. Each expo booth has:

**Video content or live-streamed content** depending on your sponsorship package.

**Lead-generation opportunities** – you decide how you want to follow up with people. Whether you want to share a white-paper or offer something event-specific, you will be able to follow up with your leads directly.

**Chat and polls within your booth** – you will be able to moderate the in-booth conversation and invite people to 1:1 video chat if you or your team choose.

**A ‘people tab’** allowing you to see who’s visiting you online.

See p15 for more info on all the different sponsor packages
Show leadership in your sector by enabling discussion of critical issues around data and its roles and impacts across sectors.

Get your brand seen by a large, international audience spanning the UK, Europe, North America and Asia.

Get exposure to national media coverage. Our last ODI Summit was covered by BBC, The Times, the Guardian, the Economist, Civil Service World and Computer Weekly, among many others.

Support data ethics by demonstrating your commitment to the ODI’s mission to help governments and businesses create an open, trustworthy data ecosystem.

Get involved – sponsorship and exhibition enquiries simon.bullmore@theodi.org
## ODI Summit 2020 sponsorship options

<table>
<thead>
<tr>
<th></th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Accessibility</th>
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</thead>
<tbody>
<tr>
<td><strong>ODI Summit tickets included</strong></td>
<td>4</td>
<td>8</td>
<td>10</td>
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<tr>
<td><strong>Total number of packages available</strong></td>
<td>20</td>
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<td><strong>Inclusion in event marketing materials</strong></td>
<td>Y</td>
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<td>Y</td>
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<td><strong>Social media promotion (pre-event)</strong></td>
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<td><strong>Inclusion in sponsor list on Twitter</strong></td>
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<tr>
<td><strong>Logo and link on landing page</strong></td>
<td>Y (top tier)</td>
<td>Y (mid tier)</td>
<td>Y (mid tier)</td>
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<tr>
<td><strong>ODI membership (worth up to £2,200) included</strong></td>
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<td><strong>Engagement with media/PR outreach campaign</strong></td>
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<td><strong>Logo and link on external reception</strong></td>
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<td><strong>Logo and link on registration page</strong></td>
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<td><strong>Meeting with ODI content team to discuss and agree joint outputs</strong></td>
<td>Y</td>
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<tr>
<td><strong>Access to additional sponsorship opportunities</strong></td>
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For more information, get in touch with Simon Bullmore: [simon.bullmore@theodi.org](mailto:simon.bullmore@theodi.org)
## Package prices – continued

<table>
<thead>
<tr>
<th>ODI Summit 2020 sponsorship options – cont.</th>
<th>Gold £25,000</th>
<th>Silver £12,500</th>
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<td>Private virtual meeting room at event</td>
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<td>Social media mention (during event)</td>
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<td>Mention in post-event email</td>
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<td>Contact list of booth attendees</td>
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<td>Digital booth video</td>
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<td>Private invitation-only post-event session</td>
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<td>Content stages – logo on interval screen</td>
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<td>Welcome banner</td>
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<td>Social media promotion (post-event)</td>
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For more information, get in touch with Simon Bullmore: [simon.bullmore@theodi.org](mailto:simon.bullmore@theodi.org)
See you there.

Get in touch!
simon.bullmore@theodi.org

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