



# OMNICHANNELX

ONLINE June 13-16, 2022

SPONSORSHIP OPPORTUNITIES





# Take a leadership role in a growing global community

Our sponsorship slots are limited to ensure higher traffic to our vendors.

Have an idea? [Contact us](#) so we can design the right package for your budget.



# OVERVIEW

Depending on your sponsorship level, you can get several of these great benefits

- **Facilitated networking:** The conference organisers will reach out to a select number of attendees to ask if they want to meet with you
- Include **your logo and company info** on the website
- Get **preferential treatment** for your speaker submission (sponsors who book late may not have slots left available)
- Distribute your marketing materials to participants in our **virtual attendee bags**
- Receive **marketing exposure** when we promote the event on email and social channels
- Enjoy **featured placement** on select pre-conference communications
- Play a **commercial video** promoting your products or services during the event
- Have one of your subject matter experts featured in a **mini video interview** during the event
- Run a **facilitated lunch and learn session** on the topic of your choice (slots are limited, first come first serve)
- Drive awareness with a **hosted free ticket raffle**
- Get **free tickets** to offer to your network (prospects, clients, etc., does not include staff)

“ I continue to think #OmniXConf was the most tangibly useful event I've ever attended and have recommended it to numerous people. Being at home for a conference was new for me, but worked really well. Felt connected to the community and able to consume so many different talks. So glad I stumbled across OmnichannelX and looking forward to next year, in particular because I'll be deeply involved in a migration to a modular CMS at that stage!

“ #OmniXConf has been a festival of fantastic people with open minds, progressive thinking, and a generosity to share. It's been one of the best virtual conferences I've attended, both for its quality of information and its community.

“ I have not attended a conference like this. Great conference, thank you. Right now, I know that I want to attend the next one. #OmniXConf has experts' knowledge that I need and maybe is also inspiration on what to do professionally in my late 30s, 40s, 50s, and so on. I made some new connections that I would not probably get otherwise.

## TALK TOPICS WILL INCLUDE:

- Omnichannel strategy, content strategy, and content design
- omnichannel operations and workflows
- Omnichannel experience and service design
- Omnichannel content marketing
- Omnichannel systems, platform and data strategies
- Artificial intelligence and machine learning to optimise omnichannel experiences
- Headless CMS and omnichannel infrastructure
- Personalisation and adaptive content modelling
- Customer journey and experience mapping
- Building the business case for omnichannel and measuring its success
- Chatbots, voice interaction and conversational UIs
- Data lakes and digital asset management to support omnichannel
- Strategies and standards that bridge silos for the betterment of omnichannel experience
- Content strategy and content engineering for omnichannel
- Support, intranet, and customer assistance solutions in an omnichannel context
- Digical (digital/physical cross-over) experiences
- Omnichannel banking and financial services
- Omnichannel pharmaceutical and life sciences
- Governance, collaboration and management strategies

## See also:

- [2021 programme](#)
- [2020 programme](#)
- [2019 programme](#)

# A DIFFERENT APPROACH

OmnichannelX sponsors **get more** than the standard logo, name, and overview page on our website



Contentful, the leading content platform for digital-first businesses, helps over 30% of the Fortune 500 and thousands of global brands create and manage digital experiences for their customers across any channel. It enables greater speed and scale than traditional CMSes.

Contentful unifies content in a single hub, structures it for use in any digital channel, and integrates seamlessly with hundreds of other tools through open APIs.

Its offices are in creative, multicultural hubs including Berlin, San Francisco, and Denver, and our global team members are distributed across every time zone.

## Additional content

Video:

[What is Contentful](#) – Learn how Contentful differs from a traditional CMS< acting as a flexible content infrastructure built around four easily accessible APIs.

Each sponsor get a permanent URL on the conference website and is positioned as community thought-leader.

**We invite sponsors to link to their own articles, eBooks, and other value-added\* content items.**

\* Educational and value-added content items only. Advertisements and commercial offers are not placed on sponsor pages.

## Some companies that attended OmnichannelX

1&1	Firmtouch Trading Ltd	Orange
9068 Creative	FontoXML	Otto GmbH & Co KG
ABN AMRO	Forrester	Philips
add some yellow	GatherContent	Precision Content
Agfa HealthCare NV	GlaxoSmithKline	Reputations
Agilent Technologies	IBM	Ryanair
Amway	Idio	SAP SE
Aprimo	Informaat Experience Design	Scroll LLP
bol.com	ING Bank	SDL
boukevierhuis.nl	iTech Media	Semantic Web Company GmbH
Censhare	Johnson Controls	SGK
Cisco	KLM	Sigma
Commesse	Lloyds Banking Group	SSPGE
ContentKings bv	LSD&C	The Content Advisory
ContentPlannen	Mad*Pow	The FatDUX Group
Dept	MarketOne	Tilburg
Dot-Connection	Mekon Ltd	Trusted Shops GmbH
Eli Lilly and Company	Mudano	United Airlines
Enterprise Knowledge	Namahn	Urbina Consulting
Ericsson	NEN	UXPressia
Facebook	Oracle	

## Some of the Job titles of OmnichannelX attendees

Account and Communications Manager	Engagement Manager	Product Director
Account Director	Enterprise content strategist	Product Manager
Advisor, Medical Digital Channels	Enterprise Content Tech Strategy	Product Marketing Analyst
Alliance Marketing Manager	Founder & CEO	Product Marketing Strategist
Booking.com Customer Service CEO	Governance	Project Management
Chief Editor	HCIS training manager	Projektleiter
CKO	Head of Content	Senior Analyst
Co-founder and CMO	Head of Marketing Communication	Senior consultant & partner
Consultant	Head of SMM	Senior Director, Customer Expe
Consumer Marketing Director	Information Architect	Senior User Experience Designer
Content architect	Knowledge Management Advisor, Manager	Senior UX Architect
Content designer	Manager - eCommerce Digital Publishing	Service Design & Systems Thinking Director
Content designer & marketing a	Manager Brand Communications M	Social Media Manager
Content Marketing Consultant	Manager CRM & Sales Communication	Sr. Manager - Digital Omni-Cha
Content Queen Irene	Manager Operations Publishing	Sr. Manager Digital Publishing
Content strategist	managing consultant	Strategic Content Consultant
Content Strategy	Managing Director Technology	Student
COO	Marketing Consultant	Team manager Digital content
CX/UX consultant	Marketing Manager	Test Analyst
Digital Manager	Omnichannel Content Strategist/Programme Director	User Experience Designer
Digital Real Estate Manager	Omnichannel Journey Specialist	User Researcher
Dir. Marketing Analytics	Omnichannel Lead, EMEA	UX Content & Localization Mana
Director	PIM Content Strategist	UX Designer
Director, Business Development	President and co-founder	UX Specialist
Director, Solution Development	Principal	VP & Managing Director
Documentation Manager	Principal strategist & privacy lead	VP of Marketing
		VP, Content Strategy

# SPONSORSHIP INFORMATION

# OMNICHANNELX

## Some companies that attended OmnichannelX cont.

AARP	echwa	Paessler AG
AAT	Elless Media	Penn State University Libraries
Accenture	Enterprise Knowledge	Power Grids Technology Center
Advance Local	Fidelity	Principal Financial
AIR MAURITIUS	Firehead	Quicken Loans
Alman Interactive LLC	Fontys University of Applied Sciences	Real Story Group
American Airlines	Forrester	Sara Breuer Strategic Marketing
Analog Devices	Forum One	Softserve inc.
ANVA bv	Google	Spark NZ
Appropriate, Inc.	Grit & Folly	Stratzvize
Autodesk	Harmonica, a match group company	Sunstar Suisse SA
Babylon Health	Informaat	Tabby Cat Communications
Base22 LLC	Inhoud Telt	Tabcorp Holdings
Basware Corp.	Intuit	The Dutchess bv
CENIT AG	Jorsek Inc.	The Nature Conservancy
Cisco	Konekted Content	Thomas Jefferson University Hospital
Clarifying Complex Ideas	KRC	UCLA
Cognizant	Mad*Pow	University of Queensland
Content Design London	Meaningful Content	UT Dallas
Content Strategy Answers	Medidata Solutions, a Dassault Systemes Company	Varian Medical Systems
Content Whispering	Medtronic	VMware
ContentKings BV	Migros	Webtekstburo
CritKit & Startnership	Mise à pied	WHO
Crossphase	MuleSoft Inc.	WordPress Strategy and Development
CZ Health Insurance	National Council of State Boards of Nursing NCSBN	Wordsmith.MX
Dealer Inspire	Nationwide Building Society	World Health Organization
Discovery Family Health	NICE	Write All About It Ltd
DK Consulting of Colorado, LLC	NodeGraph	
Dot-Connection	Nothing AG	
dotdigital	Overwijk Digitale Communicatie	

## Some of the Job titles of OmnichannelX attendees cont.

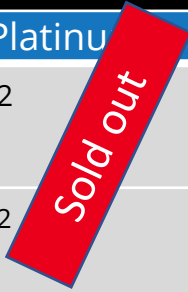
CEO	EVP	Professor
ATCI Commerce Studio Lead	Experience Design Lead	Project Manager
Brand & content strategist	Fonder	Senior Developer Advocate
CEO/Principal Consulting	Founder	Senior Director, Technical Content Strategy
Chief Manifester	Founder & CEO	Senior Director, Technical Content Strategy
Consultant	Global Partner Marketing Manager	Senior Sales Executive
Content designer	Head of UX	SEO Specialist
Content Designer & Information Architect	Information Architect	Sr Designer & Unified Experience Lead
Content Industry Expert	Information Architect/ Front End Developer	Sr. IT manager
Content Manager & Strategist	Information Architecture and Systems Manager	Sr. Product Designer
Content strategist	Information Developer / Customer Success Manager	Staff Technical Writer
Content strategist / Content designer / UX writer	Lead ux designer	Stratège design thinking
Content Strategy Consultant	Manager Digital Content eXperience (DCX)	Strategic Communications
Deputy Content Editor	Manager, Discovery, Access and Web Services	Strategy Consultant
Design and IA Director	Manager, Technical Content Strategy	Technical writer
Design Research Manager	managing partner	Technical writer
Design Researcher	Marketing & PR Manager	Technical Writer/Content Specialist
Design Systems Lead	Marketing Student	UI Designer
Digital Consultant	Master of Library and Information Science (MLIS) student	UX Designer
Digital Content Manager	Mid-Market Sales Executive	UX Researcher
Digital Content Strategist	Online editor/ chief editor	UX Researcher and Designer
Digital Marketing Expert	Online manager marketing & sales	UX Strategist
Digital Officer	Owner	UX Writer
Director	Practice Lead	UX/UI Designer
Director digital marketing & innovation	Principal Analyst	Vice President, Enterprise Strategy
Director of Content	Principal consultant	VP Customer Services
Director of Design, Construction	Principal Strategist	VP, Content Stratety
Director of Digital Transformation Strategy	Product Designer	Writer
Enterprise Architect	Product Manager	
ESALES & PRODUCT MANAGER	Product owner	



# SPONSORSHIP BENEFITS

OMNICHANNELX

Item	Diamond	Platinum	Gold	Silver	Associate
Number of sponsorships available	1	2	5	7	n/a
<b>Facilitated contact</b> – Our team will reach out to a specific attendee to ask if they're willing to connect	3	2	1	-	
Lunch and learn interactive session slots ( <a href="#">example</a> )	1 guaranteed	1 guaranteed	Time and availability permitting	Time and availability permitting	
Break and learn interactive session slots ( <a href="#">example</a> )	-	-	Time and availability permitting	Time and availability permitting	
Conference podcast interview ( <a href="#">example</a> )	1 pre-conference 1 post-conference	1 pre-conference	1 pre- or post-conference <b>for first 2 sponsors to book</b>	-	
Staff tickets for conference	5	4	2	2	-
Banners / logos on conference materials	Featured placement on conference newsletters and select pre-conference communications	Featured placement on conference newsletters and select pre-conference communications	Logo on lists / pages that feature gold sponsors	Logo on lists / pages that feature silver sponsors	
Available extra tickets at €200 per person	6	5	4	3	<b>Call or email to discuss custom packages</b>
Investment required	6250 EUR	4500 EUR	3000 EUR	1400 EUR	<b>Call or email to discuss custom packages</b>



# SPONSORSHIP BENEFITS

OMNICHANNELX

Item	Diamond	Platinum <span style="background-color: red; color: white; padding: 2px;">Sold out</span>	Gold	Silver	Associate
Prize raffle	All sponsors are invited to contribute prizes for the end-of-conference prize raffle				
Blog posts on conference site	Option to post informative and relevant articles to the conference blog. This benefit is not to be used for commercial product or service pitches and the conference organisers reserve the option to do an editorial pass and have final decision on post scheduling.				n/a
	Up to 3	Up to 2	Up to 2	Up to 1	n/a
Virtual bag offers to  e.g. discounts, free trials, bundle pricing, give-aways	Up to 3 offers	Up to 2 offers	Up to 2 offers	1 Offer	Depends on package negotiation
Commercial video played live during event  (Also featured in post-event showcase)	3 x 1 min (max) video, including all-attendee sessions	2 x 1 min (max) video	1 x 1 min video	1 x 1 min video	n/a
Recorded video interview <i>(example)</i>	2	1	1	1	
Free tickets to raffle off	5	4	3	2	n/a
Tickets to give away to your selected prospects / customers	10	8	6	4	
Talks	<p>Sponsor will be allocated live presentation and workshop slots – provided they comply with event guidelines – in the order of their sponsorship level and the date which they sign up. The available slots are limited!</p> <p>If a sponsor cannot get a live workshop or presentation slot they can submit an on-demand, recorded session.</p>				



## BECOME A SPONSOR OR ASK A QUESTION

Contact: [omni@omnichannelx.digital](mailto:omni@omnichannelx.digital)

During European business hours:

+34 625 467 866

+34 605 026 097

Sponsors will be sent a formal sponsor agreement and be asked to submit their sponsorship materials online.

