

ORE & PULS 24

4GAMECHANGERS

MAY 15th - 17th 2023

THE POWER OF COOPERATION



ORF & PULS 24

4GAMECHANGERS

THE 4GAMECHANGERS YEAR 2023

TABLE OF CONTENTS

OUR MISSION & HARD FACTS

4GAMECHANGERS FESTIVAL DAYS

PARTNER PACKAGES & MODULES

4GAMECHANGERS STUDIO

ORF & PULS 24

4GAMECHANGERS

THE MISSION

THE MISSION

CHANGE FOR THE GREATER GOOD



A platform for game changing personalities to connect and create roadmaps to use the digital transformation for the greater good

A flagship social responsibility initiative of Austria's leading private television company, ProSiebenSat.1 PULS 4 and lead public broadcaster ORF

A conference, an entertainment & innovation court and a music festival, all in one. Work hard, play hard!

The hub of a wide network with huge social responsibility – SDGs at the top of the agenda

THE MISSION

THE POWER OF COOPERATION

Since the COVID-19 outbreak, **"THE POWER OF COOPERATION"** has become more important than ever before. All 2023 happenings are about how cooperation should be leveraged to...

make sure that digital transformation is a force for global good

achieve the 17 Sustainable Development Goals

restore a fact-based democratic discourse

tackle global crises, e.g. climate change, pandemics & economic depression



SUSTAINABLE DEVELOPMENT GOALS

ORF & PULS 24

4GAMECHANGERS



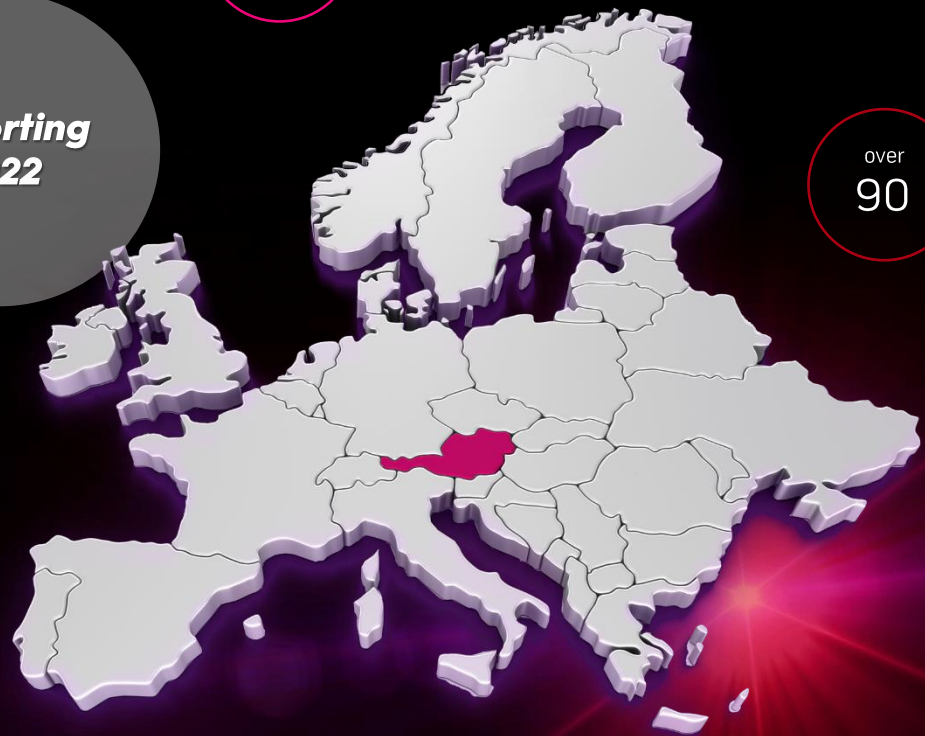
As an official partner of the UN, we make reporting on all 17 SDGs (Sustainable Development Goals) one of our program priorities. With our sustainability program "4Sustainability" and the fields of action Green Production, Green Location and Green Events, we will be climate-neutral by 2030.

SINCE 2016 WE ARE
**THE DIGITAL
FESTIVAL**
IN THE HEART OF EUROPE

ORF & PULS 24

4GAMECHANGERS
FESTIVAL 2022 *FOCUSED
EDITION*

Reporting
2022



over
400

Gamechanging
Speakers 2022

over
90

Sponsors &
Cooperation Partners

4.500

Guests

3

Festival
Days 2022

75

Festival Booths

over
15.000m²

Festival Court

15

Artists
& Live Acts

MEDIA & ON LOCATION REACH

ORF & PULS 24
4GAMECHANGERS

120

Hours programm

ORF & PULS 24
4GAMECHANGERS

33,5 %

Total reach E 12+
over all channels

ORF & PULS 24
4GAMECHANGERS

4.500

Visitors

ORF & PULS 24
4GAMECHANGERS

campaign and PR

> 6 Mio.

Gross media value

ORF & PULS 24
4GAMECHANGERS

160

Reports on air

ORF & PULS 24
4GAMECHANGERS

Livestream &
Time-delayed use

300.000

Videoviews

ORF & PULS 24
4GAMECHANGERS

over

300.000

Total reach over
all social media
channels

ORF & PULS 24
4GAMECHANGERS

Reach broadcast, streaming
campaign and PR

3 Mio

Austrians

OUR USP_s

The brand to position sponsors and partners as forerunners in the green digital revolution



Strong CEO Network



Strong Startup/Entrepreneur Network



The core topics: SDGs, entrepreneurship, R&D, education, next generation, jobs & skills, health, future of media, democratic discourse, post corona world



Strong public value format, strong b2b & b2c connection - attracts next generation



Is distributed via all channels of the P7S1P4 group as well as via ORF and national and international PR



ORF & PULS 24

4GAMECHANGERS

4GAMECHANGERS

FESTIVAL DAYS

4PIONEERS DAY 2023

MON | May 15th 2023

ORF & PULS 24

4GAMECHANGERS



**ENTREPRENEURIAL
THINKING**

**AUSTRIAN WORLD
FEMALE LEADERS**

**MIX AND MATCH
LABOUR MARKET**

HOW TO INVEST

**THE GAP BETWEEN
POOR AND RICH**



Targets

- » College students / Universities
- » Entrepreneurs / Startups / EPU, KMUs
- » Startup-supporting institutions
- » Business angels / Investors / VCs
- » Politicians
- » Corporates
- » High-Level B2B Executives

4FUTURE DAY 2023

TUE | May 16th 2023

ORF & PULS 24

4GAMECHANGERS



**NEXT GENERATION
SPIRIT**

**EDUCATION AND
CHILD POVERTY**

MENTAL HEALTH

SUSTAINABILITY

**THE STRUGGLE OF
MODERN
PARENTHOOD**



Targets

- » Teenagers aged 10 to 18 / Next Gen
- » College students
- » Adults / Parents
- » Educational institutions
- » Entrepreneurs / Startups
- » Corporates
- » Politicians

4GAMECHANGERS DAY 2023

ORF & PULS 24

4GAMECHANGERS

WED | May 17th 2023



**THE POWER OF
FEMALE
COOPERATION**

**CORRUPTION &
FRIENDSHIP
ECONOMY**

**AUSTRIA'S
GAMECHANGING
PERSONALITIES**

**THE DIVERGENCE
OF SOCIETY**

**EMPATHY VS.
HATE-SPEECH**



Targets

- » Opinion leaders & game changing personalities of all ages
- » Top executives from economy & industry, politicians, scientists, futurists
- » Media & Entertainment industry
- » Arts & Culture
- » Startups & College students

ORF & PULS 24

4GAMECHANGERS

THE CONCEPT 2023

THE BEST OF 2019 & 2022



3 Festival Days at the MARX HALLE Vienna

ENTERTAINMENT COURT with bigger booths and again more entertainment and experiences

Brand new WORKSHOP STAGE at the Entertainment Court with Side Event possibilities

Two-storied SPEAKER AREA with extraordinary networking and private meeting opportunities

FRONT STAGE AREA in front of the Global Stage reserved for all Speaker Area ticket owner



FAMOUS & UP-AND-COMING ARTISTS





INNOVATION- & ENTERTAINMENT COURT

LOCATION 2023

MARX HALLE VIENNA

ORF & PULS 24

4GAMECHANGERS



ORF & PULS 24

4GAMECHANGERS

PARTNER PACKAGES

&

MODULES

ORF & PULS 24

4GAMECHANGERS

PLATINUM PACKAGE 2023

TV & DIGITAL

FESTIVAL

3 months festival campaign via Trailer sponsoring over all our TV channels
Cross-promotion in Café Puls incl. section sponsoring
Distribution of all your festival presence on main stage live on PULS 24 and via stream and your workshop-stage presence via stream

3 months digital festival campaign in all our networks
Logo integration on 4gamechangers.io & on ZAPPN
Social media content postings

STUDIO SHOW

1 year Trailer sponsoring within our 4Gamechangers Studio campaign all over 2023/2024
1x product placement within a 4Gamechangers Studio show in 2023
Distribution of your festival panels or Keynote Speeches participation on PULS 24 and on ZAPPN in the framework of the 4Gamechangers Studio TV Show

ON LOCATION

2x panel participation on stage
1x 10 minutes of innovation on stage
1x one hour on the workshop-stage
80m² individual on the ground presence (booth, experience area)
Logo integration in all advertising materials on the ground

TICKETS

100 3-day-tickets
4 Speaker Area Tickets

MODULES ON STAGE

WHAT'S YOUR STORY?



KEYNOTE SPEECH

- 10 minute individual Keynote Speech according to the respective topics of the festival days 4Pioneers, 4Future or 4Gamechangers
- Your Keynote takes place on the big *Global Stage*
- Distribution on air on PULS 24 as well as Online via Livestream



KEYNOTE SPEECH

- 5 minute individual Keynote Speech according to the respective topics of the festival days 4Pioneers, 4Future or 4Gamechangers
- Your Keynote takes place on the big *Global Stage*
- Distribution on air on PULS 24 as well as Online via Livestream



WORKSHOP

- One hour individual workshop, lecture or product presentation according to the respective topics of the festival days 4Pioneers, 4Future or 4Gamechangers
- Your Workshop takes place in the entertainment court on the *Workshop Stage (Silent Stage)*
- Distribution online via Livestream
- Possibility to combine in with exclusive side event (check chart „side events“)

MODULES ENTERTAINMENT-COURT



BOOTH

- Design your own booth within our entertainment court.
- Booths size S/M/L*
- Booths include: 3-day presence on location, electricity and 3x3-day-festival passes

* according to first-come first-served principle



SAMPLING

- Max 4 fair hostesses (to be organized by yourself)
- Sampling in the check-in and the entertainment-court area on all three festival days
- In the interest of sustainability, we ask you to refrain from distributing flyers



PRODUCT PLACEMENT

- Small product placements like newspaper or magazine displays (max. 4sqm) are categorized and priced like sampling
- Bigger placements like cars will be categorized like an exhibition booth



SHUTTLE SERVICE

- Exclusive offer for car- or passenger transport companies
- Shuttle for the festival speakers and vip guests

SIDE EVENTS

YOUR OWN EVENT INSIDE THE FESTIVAL



SIDE EVENT

- Host your own event as part of the festival
- Invite your customers, partners or employees and benefit from our venue (check-in, technical infrastructure, catering, furniture, staff, etc.)
- We would love to welcome you and your guests in our private event-area "The Garden" which is equipped with bar tables and offers a capacity for about 50 people
- Food and drinks will be served on request
- The private area will be reserved for you for at least 3 hours. Afterwards you can enjoy the rest of the Festival day and the big aftershow party



COMBINE WORKSHOP & SIDE EVENT

- Combine your side event with a one hour slot on our workshop-stage
- Invite your customers, partners or employees to a product presentation, innovation speech or a workshop. Seats in front of the stage will be reserved for your guests for your special slot
- Afterwards you and your guests can come together at our private area "The Garden" for food and drinks to let the event end comfortably
- With combining a one hour slot on our workshop-stage (for price check chart "modules on stage") you save more than 30% on the fixed price per person as well as on the rent of "The Garden".

SIDE EVENTS

YOUR OWN EVENT INSIDE THE FESTIVAL



SIDE EVENT – SPEAKER AREA

- Host your own exclusive meeting in a secluded meeting location in the Speaker Area for max. 30 persons
- Benefit from the extraordinary networking possibilities in this extremely restricted area
- Invite your customers, partners or employees and benefit from our venue (check-in, technical infrastructure, catering, furniture, staff, etc.)
- Food and drinks served during the meeting are on request
- The private area will be reserved for you for at least 2 hours. Afterwards you can enjoy the rest of the Festival day and the big aftershow party in the Speaker Area and on all other festival locations

BRANDING ON LOCATION



LOGO PACKAGE

- For free from an invest of € 50k
- Includes your logo on our program, on the fotowall at the main entrance and at the logo loop on the main stage LED wall
- 3-day presence on location



IMAGE MOVIE

- Present your image movie (60 sec. max.) on the big LED screen during breaks
- 3 draws per day
- Over all 3 festival days

TICKETS

ORF & PULS 24

4GAMECHANGERS



1-DAY-TICKET

- Get your ticket for one of the three festival days
- 4Pioneers, 4Future or 4Gamechangers



3-DAYS-TICKET

- Get your ticket for all three festival days
- 4Pioneers, 4Future and 4Gamechangers



SPEAKER AREA

- Get your ticket to the exclusive Speaker Area for all three festival days
- Free drinks and food
- extraordinary networking opportunities

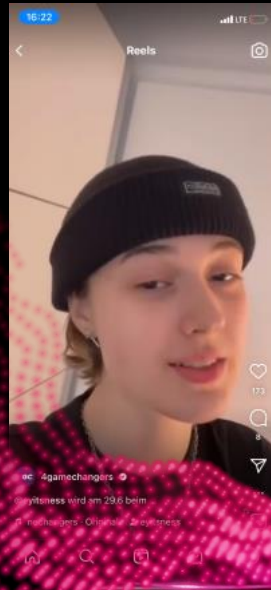


TICKET DONATION

- At the 4Gamechangers Festival we are welcoming people of all ages, career statuses and businesses but with the same mindset
- Be part of it and enable schoolchildren, students and people from socially disadvantaged backgrounds to experience the festival with us

-20% of the normal ticket price

SOCIAL MEDIA



Get in touch with our Social Media team for your tailor-made appearance surrounding the 4Gamechangers Festival

ORF & PULS 24

4GAMECHANGERS

STUDIO



4GAMECHANGERS
STUDIO

ORF & PULS 24

4GAMECHANGERS

STUDIO

THE 4GAMECHANGERS STUDIO

- Launched in 2021 as an alternative for the canceled festival
- Since April 2021 we broadcast our 4Gamechangers TV shows on a weekly duration
- The shows contain our main festival topics as well as the game changing topics our partners
- What is your game changing story we should bring in our show? Get in touch with us!



THE FUTURE IS POSITIVE
AS LONG AS WE THINK AHEAD,
ABOVE AND BEYOND



**AFTER THE CRISIS IS BEFORE
THE CRISIS – HOPEFULLY
WE LEARN FROM IT**
HOPEFULLY WE LEARN FROM IT



MAGENTA TUN CHALLENGE
THE FINAL



BRAVE NEW WORLD OF WORK
FROM THE CHANGE FROM CONSTRAINT
TO OPPORTUNITY FOR THE FUTURE



GREAT PLACE TO WORK
AUTRIA'S BEST EMPLOYERS

Studio shows since April
2021 on PULS 24

90

45.780

Average contacts
reached (E12+) per
month in TV 2021

Total reach auf
4gamechangers.io
(April – Sept 2021)

85.498
Pls

52.760

Record net reach (thousands) in
fall (Sept. - Nov.2021)

ORF & PULS 24
4GAMECHANGERS
STUDIO

**MEGA
SUCCESS
2021**

integrated customers
& partners

50

10

Live Acts

TOP 5 STUDIO SHOWS in 2021

- 1) Kick off 4Jobs / NRW (Tsd.) 38,34
- 2) Kick off 4Future / NRW (Tsd.) 33,76
- 3) Gesundheitstalk Big5Health „Chronisch Krank“ / NRW (Tsd.) 31,60
- 4) Wirtschaftsagentur-Talk 1 / NRW (Tsd.) 31,40
- 5) Kick off 4GC / NRW (Tsd.) 30,14

A man with a long white ponytail and glasses is blowing a bubble. The bubble has a red and white logo on it. He is wearing a colorful, patterned shirt and a lanyard that says "GAMECHANGERS FESTIVAL". The background is a blurred event space with purple and blue lighting.

**CHANGE THE GAME FOR THE GREATER GOOD
& GO OUT TO MAKE THIS WORLD A LOVING WORLD!**

BE PART OF IT.