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THE VISION & MISSION CHANGE FOR THE GREATER GOOD



THE VISION

Enabler, Connector and Multiplier of change for the greater good A platform for game changing personalities to connect – no matter what age, nationality, industry or success-level

THE MISSION

We are the homebase for (all) industries' innovations

Official supplier of Valuetainment: a platform for premiers, new patents, launches, releases, kick offs and innovations

THE MOTTO THE POWER OF COPERATION

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



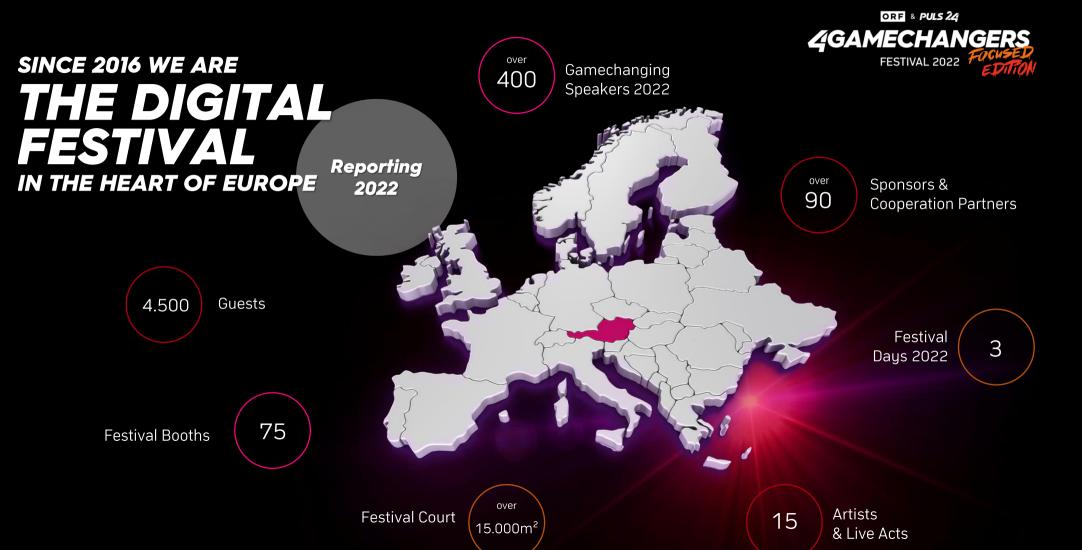


QUE & PULS 24

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.





MEDIA & ON LOCATION REACH

GEE : PULS 24 **4GAMECHANGERS**

120

Hours programm

OSTE & PULS 24

4GAMECHANGERS

33,5 %

Total reach E 12+ over all channels OSER & PULS 24

4GAMECHANGERS

4.500

Visitors

campaign and PR

> 6 Mio.
Gross media value

QGAMECHANGERS

160

Reports on air

GEE & PULS 24 **2GAMECHANGERS**

Livestream & Time-delayed use

300.000

Videoviews

GEE + PULS 24

4GAMECHANGERS

ove

300.000

l otal reach over all social media channels GEE & PULS 24

4GAMECHANGERS

Reach broadcast, streaming campaign and PR

3 Mio

Austrians

OUR USPs

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



4PIONEERS DAY 2023

4GAMECHANGERS

MON | May 15th 2023



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 / EPUs, KMUs
- » Startup-supporting institutions
- » Business angels / Investors / VCs
- Politicians
- » Corporates
- » High-Level B2B Executives

ORF & PULS 24

4GAMECHANGERS

4FUTURE DAY 2023

TUE | May 16th 2023



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

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

ORE & 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









ORE & 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-tickets4 Speaker Area Tickets

MODULES ON STAGE WHAT'S YOUR STORY?



- 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



- 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



- One hour individual workshop, lecture or product presentation according to the respective topics of the festival day 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



- Design your own booth within ou
- Booth sizes: XS 4 sqm // S 17,5 sqm
 // M 24 sqm // L 40 sqm
- Booths include: 3-day presence on location, electricity and 3x3-dayfestival passes
- Special booth-offer for startups: 4sqm booth and 3x3-day-festival passes (€ 500)

according to first-come first-served principle



- 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



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

SIDE EVENTS

YOUR OWN EVENT INSIDE THE FESTIVAL



- 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".

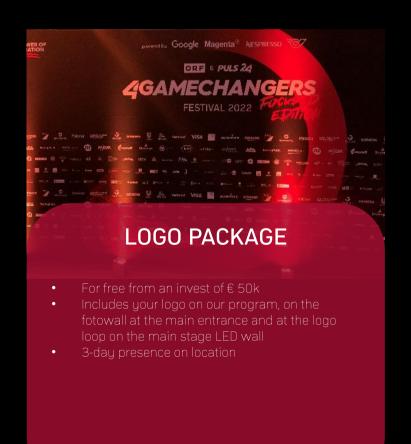
SIDE EVENTS

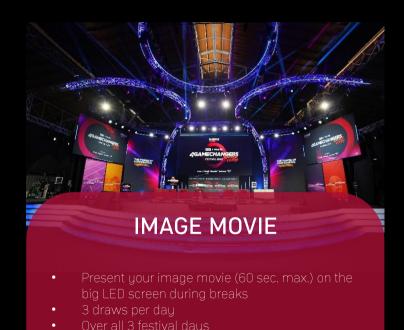
YOUR OWN EVENT INSIDE THE FESTIVAL



- Host your own exclusive meeting in a secluded meeting location in the
- 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





ORE & PULS 24 4GAMECHANGERS

TICKETS



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



- 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 foo
- extraordinary networkin opportunities



- 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



QUE & 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 BEYONG



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 CONSTRAIT
TO OPPORTUNITYFOR 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**

SUCCESS

integrated customers & partners 50

10

Live Acts

TOP 5 STUDIO SHOWS in 2021

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

