

# Public Safety Communications Europe Conferences

*A forum that fosters debates and discussions in emergency communications*

PSCE bi-annual conferences provide the ideal format for a lively and interactive discussion on current political, technical and research issues related to the future of public safety communications. This proposal explains the conference format as well as the advantages of such an event.



## An Outstanding Platform for Stakeholders

Twice a year, PSCE hosts a Conference, focusing on the most topical issues in public safety and bringing together policy makers, academic researchers, industrial experts and other interested stakeholders. PSCE Conferences traditionally attract about 70 international participants from more than 20 countries and include representatives of the EU institutions, national authorities, international organisations, regional authorities, industrial partners, civil society, researchers, and other interested stakeholders.

Via our events and reports we contribute to the debate on all public safety communication issues at a European level. We actively involve member states, end-users, business, as well as academia in our initiatives.

Our events stimulate debate and new thinking on the future of public safety communications in a radically different way from the traditional events culture. At the same time, they provide unparalleled opportunities for networking with senior representatives from a wide array of different backgrounds. Our aims are to:

- **Involve** and support users, industry and research in exchanging ideas, best practices, developing roadmaps and in research activities to improve future public safety communications
- **Influence** the EU, stakeholders and standardisation bodies by providing expertise and contributions
- **Raise awareness** on the issues and challenges end-users, industry and researchers are faced with in the public safety area, discuss solutions and influence the EU research agenda.
- **Inform** our members about technology developments, challenges, solutions and research activities and outcomes.

## Speakers

PSCE has an impressive record in welcoming to its events top-level speakers. European institutions, national governments and various end-users are keen to join our forum to deliver key messages and reach out to a wider European audience. Our speakers have included:

<p><b>KENNEDY</b> <b>TJ</b> Director at FIRSTNET USA</p>	<p><b>PERIGNON</b> <b>ISABELLE</b> HEAD OF UNIT, CRISIS MANAGEMENT AND FIGHT AGAINST TERRORISM, DG HOME, EUROPEAN COMMISSION</p>	<p><b>PURSER</b> <b>STEVE</b> HEAD OF THE CORE OPERATIONS DEPARTMENT AT THE EUROPEAN NETWORK INFORMATION SECURITY AGENCY</p>	<p><b>FERREIRA</b> <b>LIGIA</b> Co-CHAIR OF NATO INDUSTRIAL RESOURCES AND COMMUNICATIONS SERVICES GROUP IN COMMUNICATIONS CONSTELLATION</p>	<p><b>O'DONOHUE</b> <b>PEARSE</b> HEAD OF UNIT FOR SOFTWARE &amp; SERVICES IN CLOUD COMPUTING, EUROPEAN COMMISSION</p>	<p><b>PINI</b> <b>ALFIO</b> CHIEF OF THE NATIONAL FIRE CORPS, ITALY</p>
<p><b>KOIVUKOSKI</b> <b>JANNE</b> Director, Rescue Services, Ministry of the Interior of Finland</p>	<p><b>AUVINEN</b> <b>JUHA</b> Head of Emergency Response Unit, European Commission</p>	<p><b>WILLMOT</b> <b>GRAHAM</b> Head of Unit Innovation and Industry for Security, European Commission</p>	<p><b>QUEVAUVILLER</b> <b>PHILIPPE</b> DG Enterprise, Security Research &amp; Industry, European Commission</p>	<p><b>OPRIS</b> <b>GENERAL</b> Director of the Special Telecommunications Service, Romania</p>	<p><b>TAUPIN,</b> <b>FABRICE</b> French Ministry of Interior</p>

## Conference Format

- **About 20 speakers** engage in challenging and open discussions before an audience of **60-80**, including **members of the international press**.
- **Roundtables:** A well targeted and balanced group of senior representatives from EU and national institutions, business and research representatives.
- **Collaborative sessions:** Moderators and keynote speakers, taking the floor for short opening remarks at the beginning. These are followed by a debate and spontaneous contributions from the guests facilitated by the moderators.

- **The style:** The discussion is to be frank and informal to encourage an exchange of views.

## Reaching Out

Each conference is accompanied by a fully-fledged pan-European communication and marketing campaign starting a few months before the event. This campaign includes the following:

### Pre-event marketing campaign

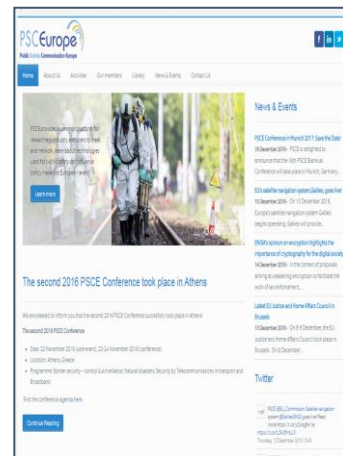
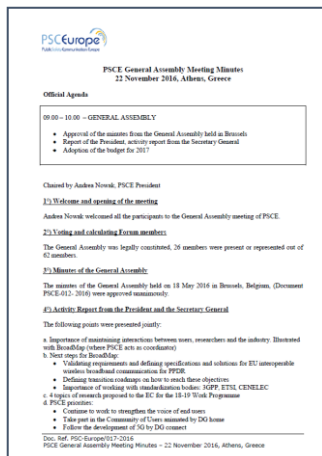
- Mailing to some 3,500 stakeholders all over Europe, with full visibility for partners and supporters;
- PSCE Conference announced on PSCE website, social media channels and newsletter;
- Event information disseminated among online agendas, calendars, TIEMS newsletter and via our media partners and related EU funded projects.

### Press

- Press release sent to security journalists, international editors and major national media;
- Press follow-up by email to secure their participation and coverage;
- Post-conference press release after the event.

### Conference Report

- Electronic publication summarising the debate and highlighting the most significant speakers' quotes, disseminated to all participants and PSCE institutional members
- Conference report posted in the library of PSCE website and announced in our newsletter.



## Partnership Packages

ANNUAL SPONSORSHIP (10.000 EUR*)	GOLD SPONSORSHIP (5.000 EUR*)
<ul style="list-style-type: none"> <li>▪ Possibility to have one presentation at each PSCE conference</li> <li>▪ Name/Logo on top of the home page of the PSCE website during the whole calendar year</li> <li>▪ Name/Logo on the top of the event's webpage with link to your website</li> <li>▪ Name/Logo on all PSCE Newsletters indicating your organisation as the "PSCE-Sponsor 20XX"</li> <li>▪ Name/Logo at the venue entrance during the event</li> <li>▪ Signage leading into the Event indicating your organisation as the "PSCE-Sponsor 20XX"</li> <li>▪ A full-page advertisement or company case study on the Program of the event</li> <li>▪ Name/Logo on the first page of the Preliminary Program</li> <li>▪ Name/Logo on the first page of the Final Program</li> <li>▪ Mailing list of all attendees prior to (2 days) and after (2 days) Conference</li> <li>▪ Annual Sponsor will be thanked at the Conference</li> <li>▪ Regarding all other logo listings, they are always placed in order of priority: Annual, followed by Gold, followed by other sponsors.</li> <li>▪ 3 free entry passes to the event</li> <li>▪ Free exhibition booth</li> </ul>	<ul style="list-style-type: none"> <li>▪ Possibility to present one presentation during the <b>sponsored</b> conference</li> <li>▪ Name/Logo on top of the home page of the PSCE website</li> <li>▪ Name/Logo on top of the event's webpage with link to your website</li> <li>▪ Name/Logo on the first page of the PSCE Newsletter indicating your organisation as the "Gold Sponsor"</li> <li>▪ Name/Logo in all general mailings related to the event as the host/organizer of the event</li> <li>▪ Name/Logo at the venue entrance during the event</li> <li>▪ Signage leading into the Event indicating your organisation as the Gold Sponsor</li> <li>▪ A full-page advertisement or company case study on the Program of the event</li> <li>▪ Name/Logo on the first page of the Preliminary Program</li> <li>▪ Name/Logo on the first page of the Final Program</li> <li>▪ Mailing list of all attendees prior to (2 days) and after (2 days) Conference</li> <li>▪ Gold Sponsor will be thanked at the Conference</li> <li>▪ For all other logo listings, they are always placed in order of priority: Annual, followed by Gold, followed by other sponsors.</li> <li>▪ 2 free entry passes to the event</li> <li>▪ Free exhibition booth</li> </ul>

SILVER SPONSORSHIP (3.000 EUR*)	EXHIBITOR – ONLY (EUR 2.000*)
<ul style="list-style-type: none"> <li>▪ Name/Logo on the event’s webpage with link to your website</li> <li>▪ Name/Logo on the PSCE Newsletter indicating your organisation as a sponsor of the event</li> <li>▪ Name/Logo in all general mailings related to the event</li> <li>▪ Signage leading into the event indicating your organisation as the “Silver Sponsor”</li> <li>▪ A third-page advertisement or company case study on the Program of the event</li> <li>▪ Name/Logo on the Preliminary Program</li> <li>▪ Name/Logo on the Final Program</li> <li>▪ Mailing list of all attendees prior to (2 days) and after (2 days) Conference</li> <li>▪ Silver Sponsor will be thanked at the Conference</li> <li>▪ 1 free entry pass to the event</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limitation depending on available exhibition space</li> </ul>
	<p style="text-align: center;"><b>CUSTOMISED PACKAGE AND CONTACT</b></p> <ul style="list-style-type: none"> <li>▪ Apart from the listed above, there are a number of unique sponsorship opportunities available at PSCE to increase the visibility of your company or brand. Packages can be customised to meet your specific promotional strategy.</li> <li>▪ For more information, please contact: Mrs Marie-Christine BONNAMOUR, PSCE Secretary General,</li> <li>▪ Address: 39, Rue des Deux Eglises B-1000 Brussels</li> <li>▪ Email: <a href="mailto:mc.bonnamour@psc-europe.eu">mc.bonnamour@psc-europe.eu</a></li> <li>▪ Website: <a href="http://www.psc-europe.eu">www.psc-europe.eu</a></li> </ul>