



this.

this. is coming

Filmby Aarhus, M2 FILM, Culture Works & Aarson have partnered up to create **this.** with support from Roskilde Festival. An annual Nordic flagship event with two coexisting arenas: A full-scale business conference focusing on creative tech, future business innovation & human-centered design, and an outdoor festival space exploring music, art and installations.

Northern **Lights** on New Realities

A Scandinavian outlook on creativity and creative technologies, happening in Aarhus, Denmark, on September 13 and 14 this year and curated under the headline "Northern Lights on New Realities". Here we will explore the global challenges and solutions for the world of tomorrow, discussing these in a Scandinavian context with values such as democracy, sustainability and diversity as founding pillars for **this**.

this. is why

this. Conference

Expand your creative horizon with inspiring talks by some of the world's leading creatives within a wide range of industry sectors but where business innovation is key.

Our greatest ambition with **this.** Conference is to build a strong bridge between creatives & thought leaders and create true exchange between innovative projects & global businesses across borders, industry sectors and on a regional, national & global scale. **this.** is impact!

Inspire. Interact. Harvest.

this. Festival

Are you ready to explore music, art and installations in the raw and industrial environment of the south harbour in Aarhus?

With support from world renowned Roskilde Festival and powerful Aarhus partners, we will activate the outdoor festival platform at **this.** Be ready for a new and engaging format connecting people across generations, borders and professions to define a new creative agenda and urban city space. **this.** will be huge!

Inspire. Interact. Harvest.





this. conference

speakers... more to come



Sanne Cigale

Master of Ceremony

Adam Holm

Master of Ceremony



Mette Søs Lassen

RAMBÖL



Morten Bach Jensen

GRUNDFOS



Hollie McNish

Writer and film maker



FAUDA

The Creators of the Acclaimed Netflix Series



Flemming Besenbacher

Chairman CARLSBERG



Per Pedersen

Global Creative Chairman, Grey



Matthieu Lorrain

GOOGLE Zoo



Astrid Andersen

Fashion designer & brand



SKAM

SKAM

The team behind SKAM

Mr. Bingo

Visual Provocateur



Carla Camilla

Space 10 / IKEA



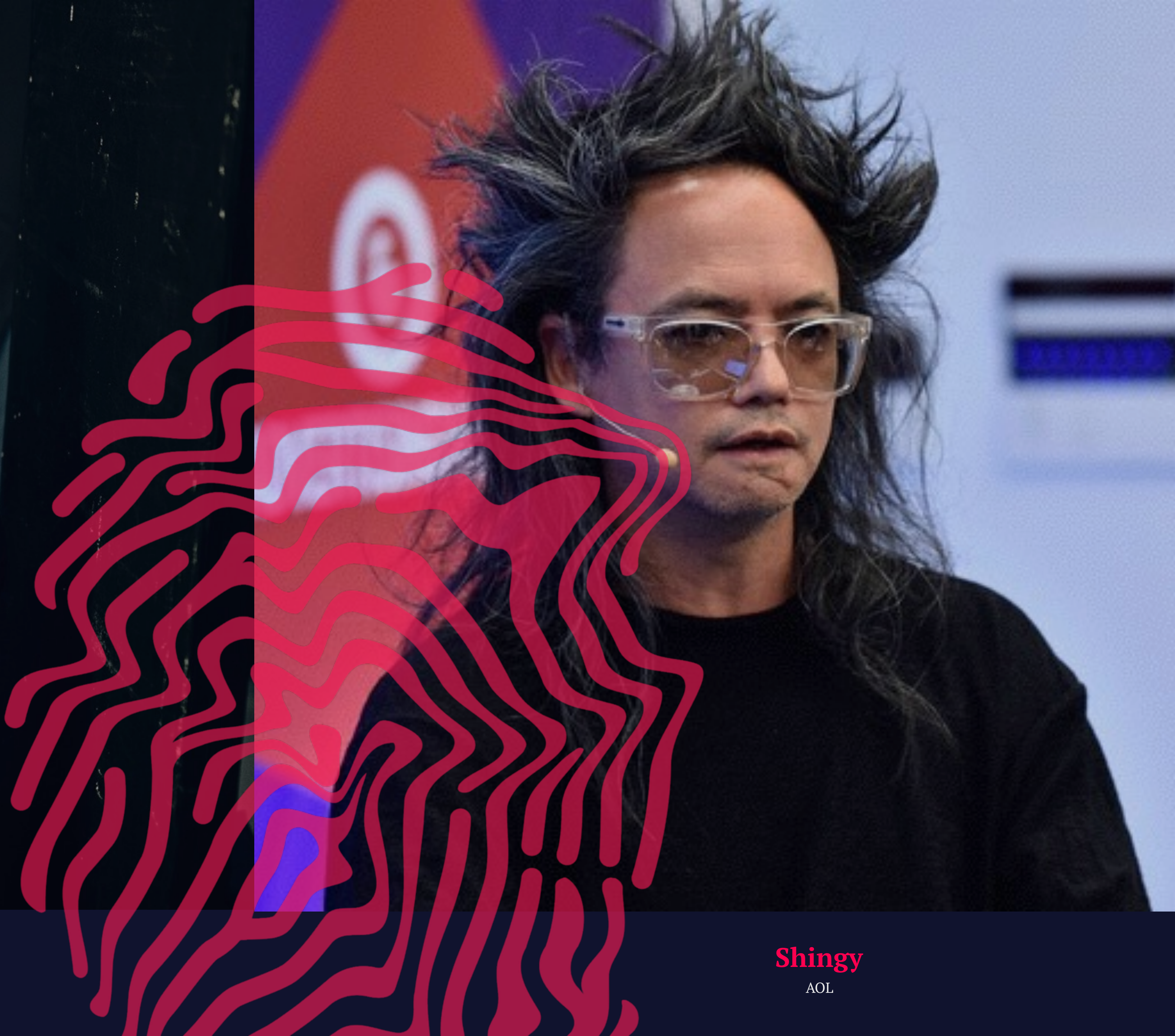
Patrick Bulger

VOX media



Kaspar Colling

Writer



Shingy

AOL

this. Conference program

this. conference Day 1

8.00: Registration and coffee

9.00 - 9.30: Opening

9.30 - 11.30: Keynotes 1

Studio One: **FAUDA, Patrick Bulger, TBA**

Turbinehallen: **Per Pedersen, TBA, TBA**

11.30 - 14.00: Lunch, breakout sessions, meetings

13.00 - 14.00: Breakout session:

Fauda-Greyzone, TBA, TBA

14.00 - 15.30: Keynotes 2

Studio One: **Google Zoo, TBA, TBA**

Turbinehallen: **Kaspar Colling, Space10, TBA**

15.30 - 16.00: BREAK.

16.00 - 18.00: Keynotes 3

Studio One: **Grundfos, Ramböl, TBA**

Turbinehallen: **SKAM, Holline McNish, Mr. Bingo**

19.00 - 22.00: Business Dinner + speakers

20.00 - 02.00: Bar, VIP, DJ's

this. conference Day 2

8.00: Registration and coffee

9.00 - 9.30: Opening and introducing the day

9.30 - 11.30: **Masterclass part 1** (50 delegates in each)

Digital storytelling v/ Patrick Bulger

Idea Growth v/ Google

Studio one keynote: Flemming Besenbacher Carlsberg

11.30 - 13.00: Lunch, meetings, network

13.00 - 14.00: Special event.. TBA

14.00 - 16.00: **Masterclass part 2** (50 delegates in each)

TBA v/ Per Pedersen, GREY

TBA

16.00 - 16.30 Break

16.30 - 17.00 Ending of conference

David Shingy AOL

TBA

17.00 - 03.00 FESTIVAL

19.00 - 22.00 Network dinner



**Why you can't miss
this.**



1.000 participants for the conference

5.000 guests in total

13 - 14th of September 2018

South Harbour, Aarhus

Denmark



**Lego, Grundfos, Mercedes,
DR, TV2, Carlsberg,
Kvadrat, Roskilde Festival,
Google, VOX media, GREY,
Ramböl, Design Denmark,
Netflix, AOL ++++**

Tickets to **this.**

Full Two Days Conference ticket

DKK 2.495* // 02.04 - 31.05

DKK 2.995* // 01.08 - 15.08

DKK 3.495* // 16.08 - 14.09

Full Two Days Conference + Masterclass

DKK 7.000*

Outdoor Space Only

DKK 200

*VAT excluded

Special offer for you

Full Two Days Conference ticket

Buy 10 and get one for free

*VAT excluded

this. packages

Partner package

Access to partner package: DKK +150.000* (2 x masterclass tickets included)

Logo + visibility on all platforms:

Web, newsletter, SoMe

In print (program, take away)

Promo video (for the quick cats) + after video

Dinner sponsored by x

Interview for this. channels

PR about partnership

Exposure at festival area

Tickets for pre events

*VAT excluded

this. packages

Activation package

Access to activation package: DKK +100.000* (2 x tickets included)

Visibility package included

Example: OATH

Set build logo bar (building materials, design and execution not included)

*VAT excluded

this. packages

Visibility Package

Access to visibility package: DKK 50.000* (no tickets included)

Logo + visibility on all platforms:

Web, news letter, SoMe

In print (program, take away)

Ticket Package

20+ tickets: DKK 2.000,- (standard price DKK 2995,-)

10+ tickets: DKK 2.299,- (standard price DKK 2995,-)

*VAT excluded

Created by:

FILM  BY ARHUS

AARSON



this. is it!

Ticket sales and partnerships:

mt@thisnordic.com

af@thisnordic.com

General Inquiries:

ck@thisnordic.com



this.