



## Business Meets Digital

Meet our annual program and the map of digital events in Bulgaria

#innovation #digital #networking #investments

2020 #burgas #sofia #varna #plovdiv

Events organizer & Investor



# IN THE BEGINNING IT WAS ... JUST A DREAM!

**Hello, friends!**

My name is **Lyubomir Atanasov** and today I'm going to tell you about a dream which firstly became an idea and then turned into a plan. Purposefully and constantly we are creating the HISTORY of #Digital in Bulgaria.

**Digital4** is an organization which we founded in the end of 2019 led by the mission of developing actively Digital industry of Bulgaria. It combines the network of events **Digital4** which are held in different cities in the country. Their goal is to share expert knowledge, to assist the digital transformation in Bulgaria and also to help the business grow and to bring value to the society.

We started this initiation in the beginning of **2016** with the first issue of **Digital4Plovdiv**. In **2017** we expanded the main conception, we invited more than 40 lectures from all over the country and we had more than 300 participants who gained new knowledge and opportunities to create new contacts.

We continued the tradition and **Digital4Plovdiv** established as one of the significant expert forums, dedicated to the innovations of the Digital World – not only in Plovdiv but all over the country. In **2018** we made five conferences in which we presented the digital decisions and strategies for the different sectors – B2B, Retail, Hotel Management and etc.



# OUR HISTORY SO FAR

In **2019** we made another big step – together with our partners we started Digital4Varna and in the sea capital were held two big conferences. In Plovdiv we organized enormous Digital Forum – Bulgarian Digital Week – six days, over 200 lecturers, 13 themed conferences. Thanks to our investors, we succeeded in providing a free entry for all visitors.

The annual conference for online marketing and trading **Digital4Plovdiv** was held in November and it was the most successful edition so far with 550 participants. During the event we rewarded the winners in the first edition of Competition for young digital marketing specialists of Bulgaria – “**Digital Stars**”.

Our ambition is to put more cities and events on the Digital map of Bulgaria.

If you recognize yourself in the cause and you want to be an active part of our society of Digital enthusiasts, **BECOME OUR PARTNER!**

**2020**

4 events



**2019**

9 events  
2250 participants  
370 speakers



**2018**

5 events  
1374 participants  
236 speakers



**2017**

1 event  
380 participants  
32 speakers



**2016**

1 event  
50 participants  
10 speakers



# Values. Mission. Vision.

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Invest in #digital

## WHAT ARE WE TRYING TO ACHIEVE?

The main vision of Digital4Bulgaria is of a leading organization in the development of the digital industry in Bulgaria which is creating an added value for the community and which is contributing the digital transformation of business.

## WHO WE ARE?

Digital4 is a foundation which is trying to promote the digital technologies and the development of the digital industry in Bulgaria. We organize different initiatives in support of business and education. In the network of events Digital4 are getting together leading specialists, entrepreneurs and digital enthusiasts who are creating new business opportunities and appropriate environment for exchanging valuable knowledge, experience and ideas.

## WHAT DO WE BELIEVE IN?

- Innovation • Sharing knowledge & Ideas • Community/Partnership
- Entrepreneurial spirit • Success • Business transformation
- Professionalism (high standards) • Motivation, Inspiration, Enthusiasm
- Business Networking

# STATISTICS

In 2019 we organized:

9 events with 2250 participants, 370 speakers and 179 themes in the Digital technology scope.

- ✓ HR Summit & Career Fair Plovdiv 2019
- ✓ Neuromarketing & Customer Experience Conference 2019
- ✓ Investment Forum Plovdiv 2019
- ✓ Innovation approaches in Financial Management of Start-up companies
- ✓ Digital4Varna: SEO & Content Marketing Varna 2019 (1 & 2)
- ✓ Bulgarian Digital Week 2019
- ✓ Digital4Varna: Before Black Friday
- ✓ Digital Stars 2019: Competition of Bulgarian young marketing specialists
- ✓ Digital4Plovdiv: Annual conference of online marketing and trading

Participants: 4054



Speakers: 436



Themes: 368



Events: 16



# In 2020 you can be a part of 4 digital events



## WHEN AND WHERE?:

18 July 2020 – Burgas / [www.Digital4Burgas.com](http://www.Digital4Burgas.com)

**D4B: Successful online trading in 2020**

24-25 September 2020 - Plovdiv / [ww.Digital4Plovdiv.com](http://ww.Digital4Plovdiv.com)

**D4P: Annual conference for marketing and trading**

24 October 2020 – Varna / [www.Digital4Varna.com](http://www.Digital4Varna.com)

**D4V: SEO & Content Marketing 2020**

14 November 2020 – Sofia / [www.Digital4Sofia.com](http://www.Digital4Sofia.com)

**D4S Premium Edition: Social Network and Video Marketing**



# What and Why?

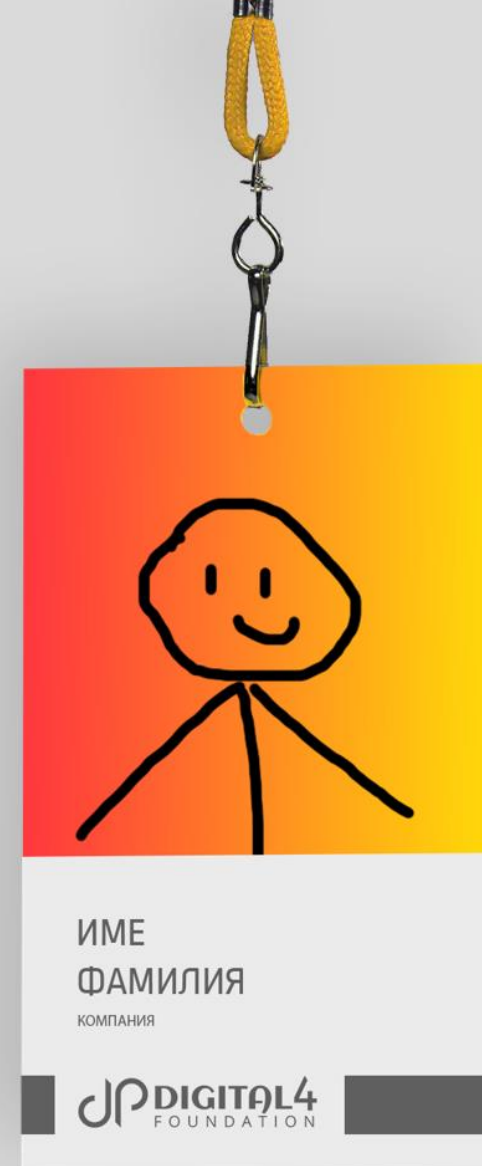
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## WHAT DO YOU GET BY SUPPORTING DIGITAL4

- **Communication** with the correct audience
- **Participation** in a successful platform for distribution your key messages
- **Positioned advertising** of events all around Bulgaria
- Creating **new partnerships** and business contacts
- **Access** to the conferences “Digital4”
- **Opportunity** to develop high qualified employees for your team
- **Personal satisfaction** of the cause and contribution for the growth of the industry

## ADVERTISING DURING THE EVENT / AUDIENCE

- **35%** owners and managers of online stores and business
- **45%** marketing managers and specialists
- **20%** digital agencies, freelancers and startups





# BECOME AN OFFICIAL SPONSOR OR EXHIBITOR

Digital4 is along the leading organizations for digital events in Bulgaria.

Participation of your company as a sponsor or exhibitor of the events organized by Digital4Bulgaria gives you an opportunity to express your position and support in developing of Bulgarian Digital Area and to attract target audience to your brand.

In 2020 we expect 4 important events in the biggest Bulgarian cities – Sofia, Plovdiv, Varna Burgas.

The advertisement and popularity which we are giving you is a step to new official contacts and long-term relationships, affordable deals and exchange of experience with the leaders in the industry.



Every year we collect best case studies  
and real-life examples for you



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