

Wolves Summit

October 5-7, 2020

Palace of Culture and
Science, Warsaw

hybrid

Social Media Toolkit

This toolkit provides our media partners a set of sample social media messages to use on their personal and institutional accounts to inform, distribute, and amplify messages and their partnership with Wolves Summit.

Join the conversation #collaboratetoinnovate

Supported by



Enterprise Forum
CEE



Wolves Summit's 12th edition is going hybrid

Wolves Summit is one of the world's leading startup conferences and the largest tech event in Central and Eastern Europe. Every edition attracts more than 2500 participants from 77 countries.

Since 2015 we have facilitated thousands of investor and corporate-startup engagements and delivered 100+ hours of immersive educational content.

In March 2020 we decided to pilot a new series of online side-events that set the standard for what a virtual conference should be. In the last three months we have empowered over 300 startup founders connecting them with inventors and executives in the field of finance, technology development, and science.

Following the success of the 100 Wolves Pitching Contest series, we decided to run **Wolves Summit 12th Edition (Oct 5-7)** as a hybrid event.

We want people to be able to take part regardless of where they are in the world and to reach the global tech community at a click of their fingertips.

In the upcoming weeks, we will be working to issue a limited number of exclusive passes for attendees and our sponsors, to access the Expo Area and executive workshops inside the Palace of Culture in Warsaw, as well as the gala dinner held on.

As we are looking ahead to the "new normal" we are asking entrepreneurs and business leaders to consider their company's role in people's lives and society. What could this moment mean for you and how can you begin to turn uncertainty to your advantage?

Join innovative entrepreneurs, investors, and business leaders on 5-7 October 2020 to continue the conversation about how we can influence positive change and thrive during times of adversity.

We look forward to seeing you there in October!



Michael Chaffe
Vice-President

Our Social Media Accounts



FACEBOOK <https://www.facebook.com/wolvessummit/>



INSTAGRAM <https://www.instagram.com/wolvessummit>



LINKEDIN <https://www.linkedin.com/company/4864162>



TWITTER <https://www.twitter.com/wolvessummit>



YOUTUBE <https://www.youtube.com/user/StartupWolvesSummit>

Twitter/Facebook Messages

[Insert your company name here] will be at Wolves Summit Hybrid this year! Join us, innovative entrepreneurs, investors and business leaders on 5-7 October 2020. Grab your ticket <https://www.wolvessummit.com/tickets> #collaboratetoinnovate #wolvessummit2020

[Media Partner] is partnering with @Wovlessummit to bring you live coverage from the event. Join the conversation using #collaboratetoinnovate. Find out more about this exciting event at www.wolvessummit.com #wolvessummit2020

@wolvessummit goes hybrid this year! The 12th edition, October 5th to 7th, will attract over 10,000 participants including 50+ speakers across 10 different topics and side events. Find out more here www.wolvessummit.com #collaboratetoinnovate #wolvessummit2020

#Startups apply for a chance to be selected to take part in the Great Pitch Contest. Connect with corporation, investors and thoughts leaders. More info and apply here <https://www.wolvessummit.com/pitch-contest> #collaboratetoinnovate #wolvessummit2020

LinkedIn Messages

[Insert your company name here] will be at Wolves Summit Hybrid this year! Join us, innovative entrepreneurs, investors and business leaders on 5-7 October 2020 to continue the conversation about how we can influence positive change and thrive during times of adversity. Reserve your seat <https://www.wolvessummit.com/tickets> #collaboratetoinnovate #wolvessummit2020

@wolvessummit goes hybrid this year! Taking place 5-7 October, #wolvessummit2020 is set to attract more than 2000 startups, executives, investors and exhibitors from all across Europe showcasing the latest technologies & innovative products. Find out more here www.wolvessummit.com #collaboratetoinnovate

Calling European tech startups! Apply and attend #wolvessummit2020 online for free on October 5-7 and meet with corporations, investors and technology providers. Register here <https://www.wolvessummit.com/startups> #collaboratetoinnovate

Speakers Messages

I will be speaking at Wolves Summit on October 5-7. Join me as we will be exploring **[Your Session Name]**. Looking to run your own side-event as part of the #wolvessummit2020? Register here www.wolvessummit.com #collaboratetoinnovate

Catch my talk at #wolvessummit2020 on October 5-7. Hear from academics, government officials, investors, and executives as we discuss new business opportunities and trends in the post-COVID era:

- ✓ Which innovations will be launched in that space in the year ahead?
- ✓ How do we move from business as usual to future business?
- ✓ How COVID-19 has changed the investment landscape?
- ✓ How can large organisations get more value out of collaboration with outside expertise and specialist startups to solve some of the world's most pressing problems?

Join the conversation at #collaboratetoinnovate

Email Template

Wolves Summit is one of the world's leading startup conferences and the largest tech event in Central and Eastern Europe. Every edition attracts more than 2500 participants from 80 countries providing 100+ hours of immersive educational content, keynotes and startup pitches.

The 12th edition, October 5th to 7th, adds a Virtual first experience so you will be able to enjoy the conference, speak and network with other businesses sitting comfortably at home. The summit and their exclusive VIP events will run as usual in the Palace of Culture and Science in Warsaw. There's only a limited number of tickets available.

Join innovative entrepreneurs, investors and business leaders to continue the conversation about how we can influence positive change and thrive during times of adversity. **Why should you attend?**

- Proven match-making processes shortening the investment process for both founders and investors
- Reduce the cost and time of building new relationships by networking across the Wolves Summit community of investors, business leaders and entrepreneurs
- Fastest way to find out about the latest innovations, solutions, and products that are relevant for you
- Showcase your solution in front of 15,000+ people globally and choose to target the audience most relevant to you via dedicated side-events
- Learn how other businesses are coping post-COVID

Find out more here www.wolvessummit.com. Join the conversation at #collaboratetoinnovate

Boilerplate

Wolves Summit dedicates itself to fostering deep and productive collaboration between angel investors, VC funds, corporations, and the most promising startups in the CEE region invested in creating real, positive value in the world.

Founded in 2015 in Warsaw, Poland, the conference grew to become the largest tech event in Central and Eastern Europe. Today, Wolves Summit is best known for its matchmaking platform helping its attendees move the needle through meaningful connections.

Every edition attracts more than 2500 participants from 80 countries providing 100+ hours of immersive educational content, keynotes, and startup pitches.

Find out more at www.wolvessummit.com.

Join the conversation at [#collaboratetoinnovate](https://twitter.com/collaboratetoinnovate)

Social Media Graphics



[CLICK TO SEE MORE DESIGN OPTIONS](#)

Interested to speak at Wolves Summit? Check our content themes

1 Featured Industries



2 Finding Opportunity in Uncertainty



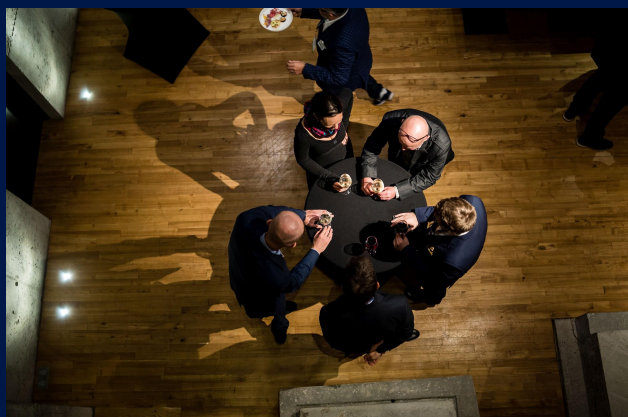
3 Fundraising during a downturn



4 Collaborate to Solve Big Problems



5 Making an entrepreneur: Ecosystem of Innovation



? Got something else in mind?

As an accredited partner we work with you to seamlessly integrate your side-event or presentations into the Wolves Summit event

[Get in touch](#)



About Wolves Summit

Why people come to Wolves Summit?



Participating in Wolves Summit was both an intensive and rewarding experience: it opened many doors to invaluable business connections. Wolves Summit is much more than a conference - the team has built an extensive network that promotes startups far beyond the event itself. I genuinely recommend joining and becoming an active part of the community - absolutely worth it!

Łukasz Szadkowski, FixMix

For the last couple of months, we have been actively cooperating with the Wolves Summit and decided to invite three start-ups selected during their Great Pitch Contest to the Expara VirTech Global Accelerator. We are looking forward to the event and hope to meet many exceptional Founders from Central Eastern Europe!

Paulina Białek, Expara



One of the best things about Wolves Summit is the sheer volume of applications that we've had from companies. At last count, I think I had nearly 180 companies that wanted to meet me in the 48 hours that I'm here, so I think overall I'm going to have 40 or 50 different meetings with startups.

Eamon Carrey, Techstars London



For a startup company that's raising money, one of the most important facts about Wolves Summit is, even though we are here primarily to raise money the most precious resource is time. So far we found that it was the most time-efficient way to raise money. You're able to get continual, all day long 1:1 meetings with investors of all types and you can get pretty quick responses, pretty quick answers - a fast 'no' is better than a long 'maybe'.

Seth Ward, Pynk

Wolves Summit was one of two events targeted for the year to expand client reach outside of France. So far it has led to a number of conversations and meetings, and two clients in two different CEE countries (Poland, Hungary). A proof point for my business, and a success story for Wolves Summit.

Dylan Kissane, Scriblr



Wolves Summit grew to become CEE's largest tech conference

31 638

meetings

18 847

attendees

2 039

investors

3 253

executives

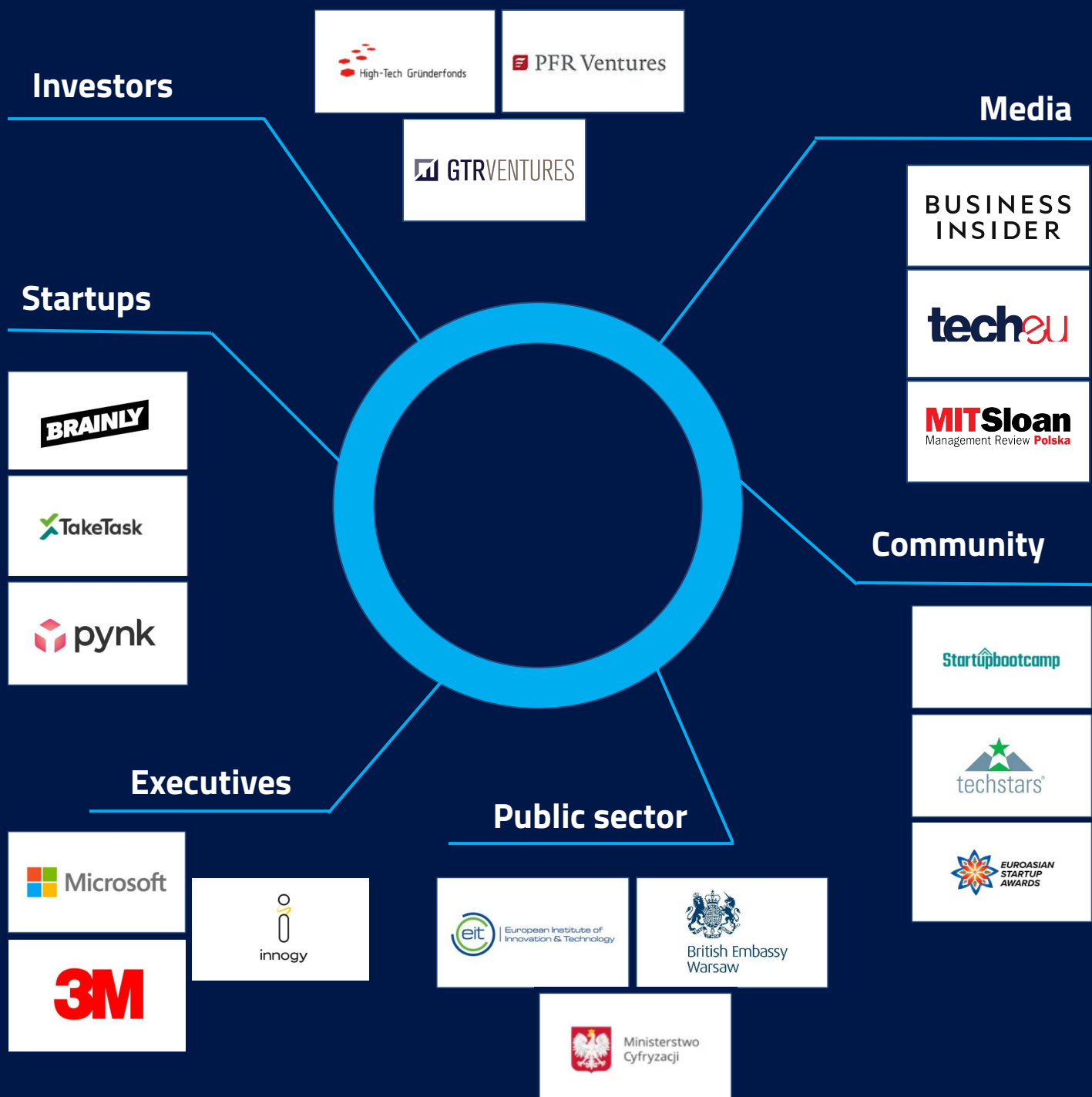
4 000

startups

80

countries

Attracting a diverse, cross-industry audience



**Wolves
Summit**

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Palace of Culture, Warsaw

[Register here](#)

And World-Class Speakers & Investors



Douglas Abrams
CEO at Expara
Managing Director
at Expara Ventures



Bianka Siwińska
CEO of Educational
Foundation "Perspektywy"



Elaine Montilla
Assistant Vice President
and CIO for information
technology at The
Graduate Center



Floyd Woodrow
Chairman Quantum
Financial Holdings and
Anti Counterfeit
Technologies Limited



Ruthy Kaidar
Chief Startups Lead and
Software Partners Tech
Lead in Central & Eastern
Europe at Microsoft



Rozalia Urbanek
Investment Director in PFR
Ventures



Bo Ji
Founder of China Start



Yoni Goldwasser
Director of Venture
Development at APX Axel
Springer Porsche



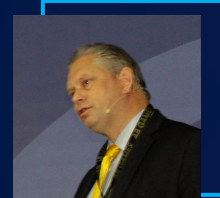
Olga Fleming
Founding Partner
in Oruga Investment



Michael Wilkinson
Founder & CCO at billx



Karina R. Jensen, PhD
Founder and Managing
Director, Global Minds
Network



Richard Dagnall
Head of Independent
Gaming



Tal Catran
Accelerators Guru



Robin Wauters
Founder of Tech.eu,
Co-founder of Startup
Europe Lens and BeCentral



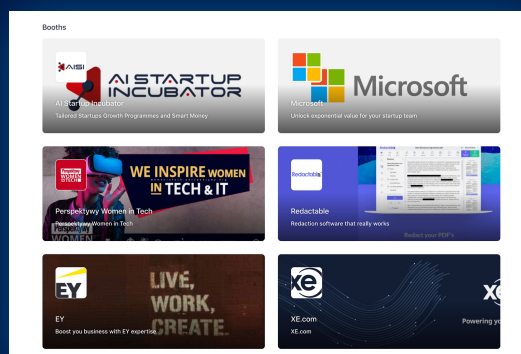
Maciej Sadowski
CEO, Startup Hub Poland

What's new in 2020?

1 The Great Pitching Contest



2 Virtual Booths and Offline Expos [online and offline meetings]



3 Five content themes and over 50+ virtual stages



4 Wolves Summit VIP Dinner



5 Unlimited networking opportunities [online and offline]



6 Broadcasting live to 9000+ people



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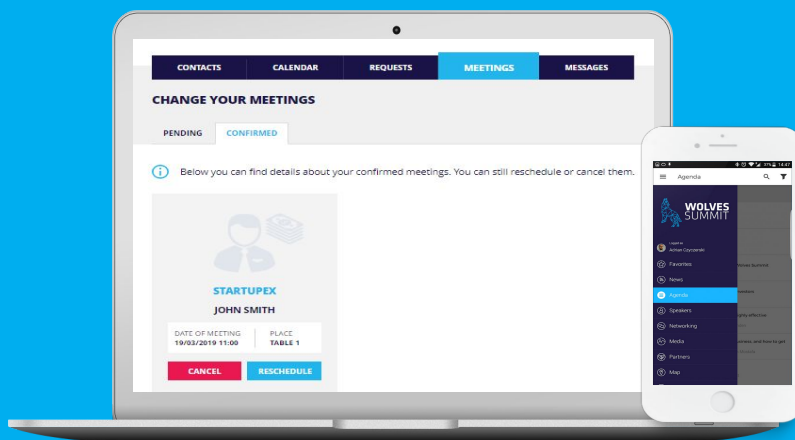
[Register here](#)

An immersive virtual experience powered by Hopin & Wolves Match



Networking at scale

Search for potential business partners and
hold online meetings 365 days a year



Wolves
Match
Platform

**Wolves
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[Register here](#)

Make the most of your time at the summit

Easy to Navigate
Virtual Expo Area

Create your own
virtual booth and
attract new clients

Join live sessions
or organise your
own private stage

Chat live and
interact with online
polls

Enjoy 1:1 Video Calls,
online meetings, and
group chats

Wolves Summit

Online Booth

The screenshot shows the Wolves Summit Online Booth interface. On the left, a sidebar contains navigation buttons: 'Main Stage button' (pointing to the 'Stage' icon), 'Startup Stage button' (pointing to the 'Sessions' icon), and 'Expo area with all booths' (pointing to the 'Expo' icon). The main area features a video player showing a woman speaking, with a subtitle that reads: 'So the B2B meetings will be happening as normal albeit virtually.' Below the video is a 'Moderation Panel'. On the right, a 'Your chat with visitors' panel is visible, showing a 'Booth' tab with the Wolves Summit logo and a 'Register Interest' button. Red arrows point from text annotations to these elements: one to the 'Main Stage button', one to the 'Startup Stage button', one to the 'Expo area with all booths', one to the video player, one to the 'Your chat with visitors' panel, and one to the 'Register Interest' button.

Booth's window - you can broadcast live from your office here - talk about your services and products, but also talk to visitors to the stand (invite to a 1:1 conversation, answer questions from the chat, share screen etc.) – **like at a real stand!** Or you can also simply attach your video.

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Go Virtual

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Enhanced Brand Exposure



30K+

Monthly
Website Visits

2m

Reach

100k

Impressions

30+K

Social Media
Followers

100+

Journalists

20+K

Subscribers

"Wolves Summit - one of the most important conferences for startups" - Business Insider

**BUSINESS
INSIDER**

tech.eu

onet

POLSKA

MIT Sloan
Management Review **Polska**

**SILICON
CANALS**

**CEE
X-Tech
Awards**

REKRUTER

**Wolves
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Partners & Investors

 Microsoft	 GTR VENTURES	 PFR Ventures	 InnoEnergy Knowledge Innovation Community
 PFR Polski Fundusz Rozwoju	 XCEEDANCE	 TWW ACCOUNTING OFFICE	 KRAKOW TECHNOLOGY PARK
 Bank Polski Let's Fintech	 RBL INNOVATION BY ALIOR BANK	 Puławski Park Naukowo-Technologiczny	 AVISTO EASTERN EUROPE
 pwc Startup Collider	 akcelerator PGE	 NAVISPACe	 MIT Enterprise Forum Central & Eastern Europe
 ETNO CAFE	 BiznesPolska	 ISRAELI Ambaskada Izraela w WARSZAWIE	 opstalent
 wielkareklama.eu	 E2E™	 innogy	 PROPSY PR
 TALENT SFERA	 3M	 tentative PRODUCT DEVELOPMENT	 enterprise europe network
 BALANSPLAT	 vienna business agency	 WOMEN IN LAW	 scriblr

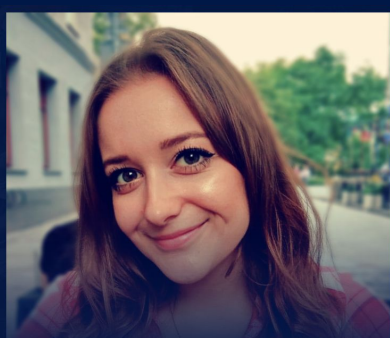
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