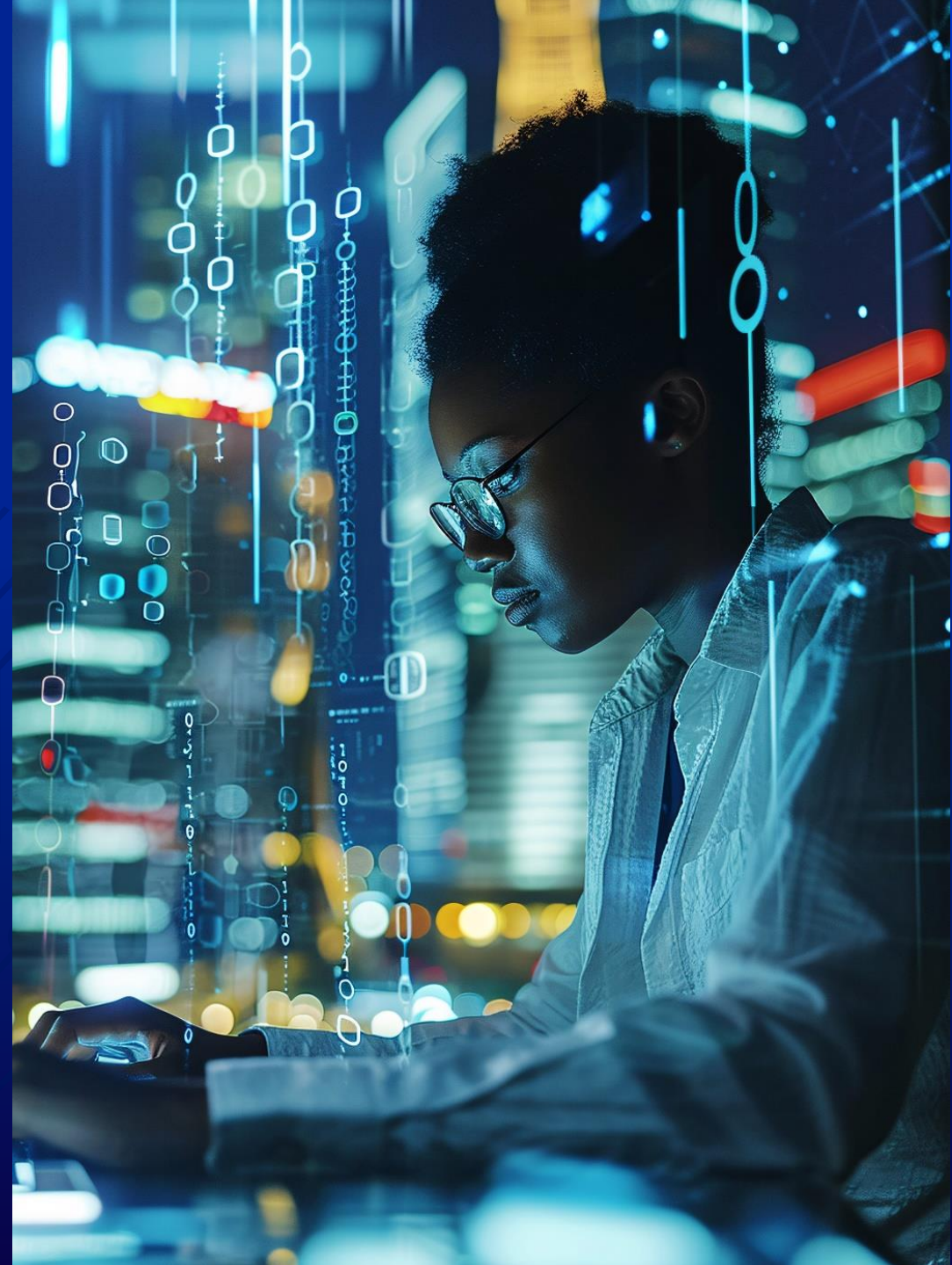


APP SUMMIT Nigeria 2024

# EMPOWERING DIGITAL TRANSFORMATION:

Innovations, Opportunities, and Challenges.



## Overview:

The APP SUMMIT Nigeria 2024 is set to be a groundbreaking event focused on the theme "Empowering Digital Transformation: Innovations, Opportunities, and Challenges." As Nigeria continues to establish itself as a hub for technological innovation, this summit will serve as a pivotal platform to bring together key players in the mobile app industry. The event aims to foster collaboration, share cutting-edge insights, and explore strategies to leverage mobile applications for economic development and societal impact.



# Who Should Attend:

- ❖ **App Developers And Programmers:** Individuals involved in the technical creation of mobile applications.
- ❖ **Entrepreneurs And Startups:** Founders and teams looking to launch or grow their app-based businesses.
- ❖ **Investors And Venture Capitalists:** Those interested in funding innovative app projects and startups.
- ❖ **Tech Enthusiasts And Innovators:** Individuals passionate about the latest trends and developments in the app industry.
- ❖ **Corporate Executives and Business Leaders:** Professionals seeking to integrate app solutions into their business models.
- ❖ **Government Officials and Policymakers:** Stakeholders interested in understanding and shaping the regulatory landscape of the app industry.
- ❖ **Academics and Researchers:** Scholars studying the impact and development of mobile applications.
- ❖ **Non-Governmental Organizations (NGOs):** NGOs focused on leveraging technology for social good and sustainable development.



## Why Attend:

- ❖ **Networking Opportunities:** Connect with industry leaders, potential collaborators, investors, and like-minded professionals.
- ❖ **Insights and Knowledge:** Gain access to cutting-edge information, trends, and best practices in app development and digital transformation.
- ❖ **Workshops and Training:** Participate in hands-on sessions to enhance your skills and knowledge in various aspects of app development and marketing.
- ❖ **Business Opportunities:** Discover potential partnerships, investment opportunities, and market insights to help grow your business.
- ❖ **Policy Influence:** Engage with policymakers to understand and influence the regulatory environment affecting the app industry.



## Who Should Sponsor:

- ❖ **Tech Companies and Startups:** Businesses looking to showcase their innovations and connect with potential clients and partners.
- ❖ **Financial Institutions and Venture Capitalists:** Organizations interested in funding innovative tech projects and gaining visibility among tech innovators.
- ❖ **Telecommunication Companies:** Firms seeking to promote their services and engage with app developers and startups.
- ❖ **Educational Institutions:** Universities and training centers looking to attract tech talent and promote their programs.
- ❖ **Government Agencies:** Entities aiming to support and promote technological advancements and entrepreneurship in the country.



## Event Highlights:

- ❖ **Keynote Speeches:** Inspiring talks from industry leaders and visionaries.
- ❖ **Panel Discussions:** Interactive sessions featuring experts discussing various topics related to app development, monetization, and industry trends.
- ❖ **Workshops:** Practical sessions focused on skills development in areas such as UI/UX design, coding, app marketing, and more.
- ❖ **Exhibition Hall:** Showcase of the latest innovations and technologies by startups, tech companies, and sponsors.
- ❖ **Pitch Sessions:** Opportunities for startups to present their ideas to investors and potential partners.
- ❖ **Networking Events:** Informal gatherings and receptions to foster connections and collaborations.



# Keynote Topics:

## THE FUTURE OF MOBILE APPLICATIONS:

Emerging Trends and Technologies

## LEVERAGING APPS FOR ECONOMIC DEVELOPMENT:

Strategies for Entrepreneurship and Job Creation

## MONETIZATION STRATEGIES FOR APPS:

From Freemium Models to Subscription Services

## ETHICAL CONSIDERATIONS IN APP DEVELOPMENT:

Privacy, Security, and Data Governance

## USER EXPERIENCE (UX) DESIGN IN THE MOBILE ERA:

Crafting Engaging and Intuitive Interfaces

## BUILDING SUSTAINABLE APP ECOSYSTEMS:

Collaborations, Partnerships, and Community Engagement

## THE ROLE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN APP DEVELOPMENT:

Enhancing Personalization and Efficiency

## Panel Topics:

- ❖ **Fostering Innovation in the Nigerian App Ecosystem:** Insights from Industry Leaders
- ❖ **The Intersection of Apps and FinTech:** Revolutionizing Financial Inclusion
- ❖ **Healthcare Apps:** Transforming Access and Delivery of Medical Services
- ❖ **Education and E-Learning Apps:** Empowering Lifelong Learning and Skills Development
- ❖ **Sustainable Development Goals (SDGs) and App Solutions:** Addressing Social and Environmental Challenges
- ❖ **Women in Tech:** Empowering Female App Developers and Entrepreneurs
- ❖ **Regulatory Landscape of Mobile Applications:** Navigating Legal and Compliance Challenges





## Event Outcomes:

- ❖ **Enhanced Knowledge and Skills:** Participants will leave with a deeper understanding of the latest trends, technologies, and best practices in the app industry.
- ❖ **New Connections and Collaborations:** Attendees will have forged valuable connections with peers, industry leaders, and potential business partners.
- ❖ **Business Growth and Opportunities:** Startups and entrepreneurs will discover new opportunities for growth, investment, and market expansion.
- ❖ **Policy Recommendations:** Insights from discussions will inform policymakers and contribute to shaping a supportive regulatory environment.
- ❖ **Increased Visibility:** Sponsors and exhibitors will gain enhanced visibility and engagement with their target audiences.



# Sponsorship Packages:

## PLATINIUM #15,000,000

- Promoting the sponsor as the Platinum Conference partner before, during and after the conference Announcing the sponsor 3-4 times during the conference
- Dedicated discussion with the moderator/Keynote about sponsor's product
- Video/static ads during the breaks of the conference
- Speaking slot as the panelist/keynote/moderator
- Dedicated newsletter section
- Co-branded interface with Sponsor's logo at the screen during the entire day
- Include sponsor in the promotion campaigns as a platinum partner
- 2-3 Social media announcements/info posts before the conference

## GOLD #10,000,000

- Dedicated full session Sponsor of the conference
- Sponsor's logo at the screen during the entire day
- Announcing the sponsor 3-4 times during the conference
- Dedicated discussion with the moderator/Keynote about sponsor's product
- Video/static ads during the breaks of the conference
- Speaking slot as the panelist/keynote/moderator
- Pre-summit interviews with speakers
- 2-3 Social media posts/announcements
- Listing as the sponsor on the website as the conference partner
- Including sponsor's logo on pre- and post-marketing campaigns

## SILVER #8,000,000

- Sponsor of the thematic block of the conference
- Sponsor's logo at the screen during the entire block (2-3hours)
- Announcing the sponsor at beginning of the block
- Video/static ads during the breaks of the conference
- Branded Email campaign to the entire attendees list (HTML to be provided by the sponsor)
- 2-3 Social media posts/announcements
- Listing as the sponsor on the website as conference partner
- Including sponsor's logo on pre- and post-marketing camp

## BRONZE #5,000,000

- Speaking slot (panel or keynote depending on the availability)
- Sponsor's logo at the screen during the panel or keynote
- Announcing the sponsor at beginning of panel/keynote
- 2-3 Social media posts/announcements
- Listing as the sponsor on the website as conference partner
- Including sponsor's logo on pre- and post-marketing campaigns

Join us at APP SUMMIT Nigeria 2024 to be part of the movement driving digital transformation and innovation through mobile applications.

**Let's Shape The Future Of  
Technology Together!**

