

## The Coolest CDOIQ Symposium Ever

On 12th February 2025, the first-ever CDOIQ Nordic Symposium will take place at Aalto University in Espoo, Finland. The Symposium is organized under the theme "Value from Data for Business and Society" and comprises three tracks. The event will take place at the distinguished Dipoli building, situated at the heart of the campus, offering both prestige and convenience. The venue is easily accessible via the metro, ensuring a seamless experience for attendees. The event expects 200 in-person participants and 400 virtual attendees from all Nordic countries.

We have already confirmed that Ari Kaplan, globally recognized as the "Moneyball Guy" from Databricks, will be one of our distinguished keynote speakers, setting the stage for an insightful and engaging event. A significant part of the presentations was already selected during the last year and currently we are waiting for final confirmations from prestigious Nordic brands such as Ikea, Lego, Telenor, and Wärtsilä. However, there is still room for sponsored speaking slots for companies that want to be seen as leaders in data and digitalization expertise.

A network of CDOIQ Nordic community partners, formed by non-profit associations, will be promoting the arrival of the CDOIQ Community to the Nordic countries and the mission of data leaders - to generate value from data for business and society. For example, the Finnish Information Processing Association and its theme associations ICT Leaders Finland ry and DAMA Finland ry have already confirmed their partnerships. After all, they have been promoting data leadership theme as outlined by the CDOIQ program already for years in their local events and publications. MyData Global, an award-winning international association brings in data activists who aim for a more fair, sustainable, and prosperous digital society for all. The Norwegian Artificial Intelligence Research Consortium connects the event with numerous universities, research institutes and companies working with AI. A growing network of Community Partners are an essential part of the event, because through them, the event gets wider publicity across industries and the region's most prominent experts as both presenters and participants.

For sponsors, the CDOIQ Nordic Symposium and its on-going Data Leadership Community Campaign with the non-profit associations will provide wide and long-term exposure through digital channels and onsite events across the Nordic region. For example, the event sessions will be turned into post-conference lessons learned blog posts by researchers and then distributed by community partners to their contacts, capturing the attention of tens of thousands of data professionals around the Nordic region. This collaborative approach ensures that sponsors not only gain visibility among data leaders attending the Symposium but also benefit from extensive indirect publicity through community events, articles, and the opportunity to contribute to side-events and topical pre- and post-symposium content. Workday and Cloud1 have already committed to sponsorship, and several other companies have confirmed their interests to sponsor event and we are excited about the prospect of having other esteemed companies to join the Nordic CDOIQ movement.

We recommend promoting the new CDOIQ Nordic Symposium to all data and digitalization leaders and strategists - regardless of their titles. Next year, they can experience an exceptionally high-level program and get a unique honour to be one of the founding participants establishing a new peer community of data leaders to the Nordic region.

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