

DENMARK A STRONG DESTINATION FOR HYBRID CON- FERENCES

Denmark is the obvious choice if you are looking for the ideal destination for hybrid conferences that provide significant value to both your organization and your guests – those attending in person as well as those joining you virtually.

Denmark offers a strong mix of powerful world-class digital infrastructure, high-quality and innovative locations as well as an effective and interconnected conference ecosystem. In Denmark you will find highly skilled, non-profit partners (convention and visitor bureaus) providing professional guidance as well as a large number of experienced and innovative suppliers and venues that offer state-of-the-art solutions. This allows you to develop the most creative, effective and engaging hybrid conferences possible.

Denmark – a digital hot spot

Designing, planning and hosting successful hybrid conferences requires powerful and reliable digital infrastructure. Denmark is currently the most connected country in the world and has been at the forefront of digital innovation for many years. This is made

possible by an exceptionally strong national digital infrastructure and a truly digital mindset. According to the European Commission Denmark is one of the most digitalized economies and societies in the world, which should come as no surprise to anyone who knows Denmark and the Danes.



Some of the many areas where Denmark is a digital frontrunner today:

- High-capacity networks and 5G roll-out
- Advanced digital technologies for businesses
- Connectivity
- 4G mobile coverage
- Next generation broadband coverage
- Digital public services
- Mobile broadband penetration
- Use of internet services
- Integration of digital technology

Denmark – and the Danes

For centuries the Danes have been expert networkers always looking to build meaningful international relationships. Being the world's 130th largest country with a population of only 5.8 million, it is necessary to stay curious and constantly interact with people from all over the world. For that reason, modern-day Denmark is a country with a truly international mindset. Also, being small fosters creativity and innovation, so don't be surprised by the number of new ideas, products and perspectives that originate in Denmark.

The Danes know how to engage and involve people with warmth and ease, and they communicate seamlessly with their many connections from around the world.

With free schools and universities, Denmark is home to some of the world's most highly educated citizens. From the classroom to the workplace, Danes work hard towards achieving their goals through debate and cooperation. In fact, the UN has named the Danish workforce as one of the most productive. Add to this that 9 out of 10 Danes speak English, and 5 out of 10 speak German.

Choosing Denmark as the destination for your next hybrid conference or meeting means that you will tap into an exceptionally strong ecosystem that, among many other things, offers:

- Experienced tech suppliers with national and international experience
- Creative event specialists working locally and globally
- Close connections between all principal stakeholders
- Scalability
- A truly digital mindset
- Flexible and hybrid-friendly venues
- A truly international approach with a distinct Danish touch



Denmark – a hybrid conference hot spot

If you are looking for the perfect value-adding setting for your next hybrid conference or meeting, Denmark offers creative ideas and solutions as well as unique venues, experienced partners, superb experiences, and an interconnected conference ecosystem assisting you from start to finish. This gives you the perfect opportunity to develop the most accessible, effective and reliable hybrid conferences and meetings possible.

The Danish conference ecosystem has hosted hybrid conferences and meetings for many years. The conference

ecosystem in Denmark is characterized by trust, dialogue and close co-operation among all the principal stakeholders. This means, among other things, that you will find great opportunities for co-creation and innovation when planning and hosting hybrid meetings of all sizes – and at all types of venues. No matter which platforms, formats or sophisticated technologies you might have in mind.

As one of the most digitalized economies and societies in the world, Denmark delivers high-quality innovation, knowledge and research that permeates all levels of society – including the conference ecosystem.



Danmarks

Erhvervsfremmebestyrelse

MeetDenmark

