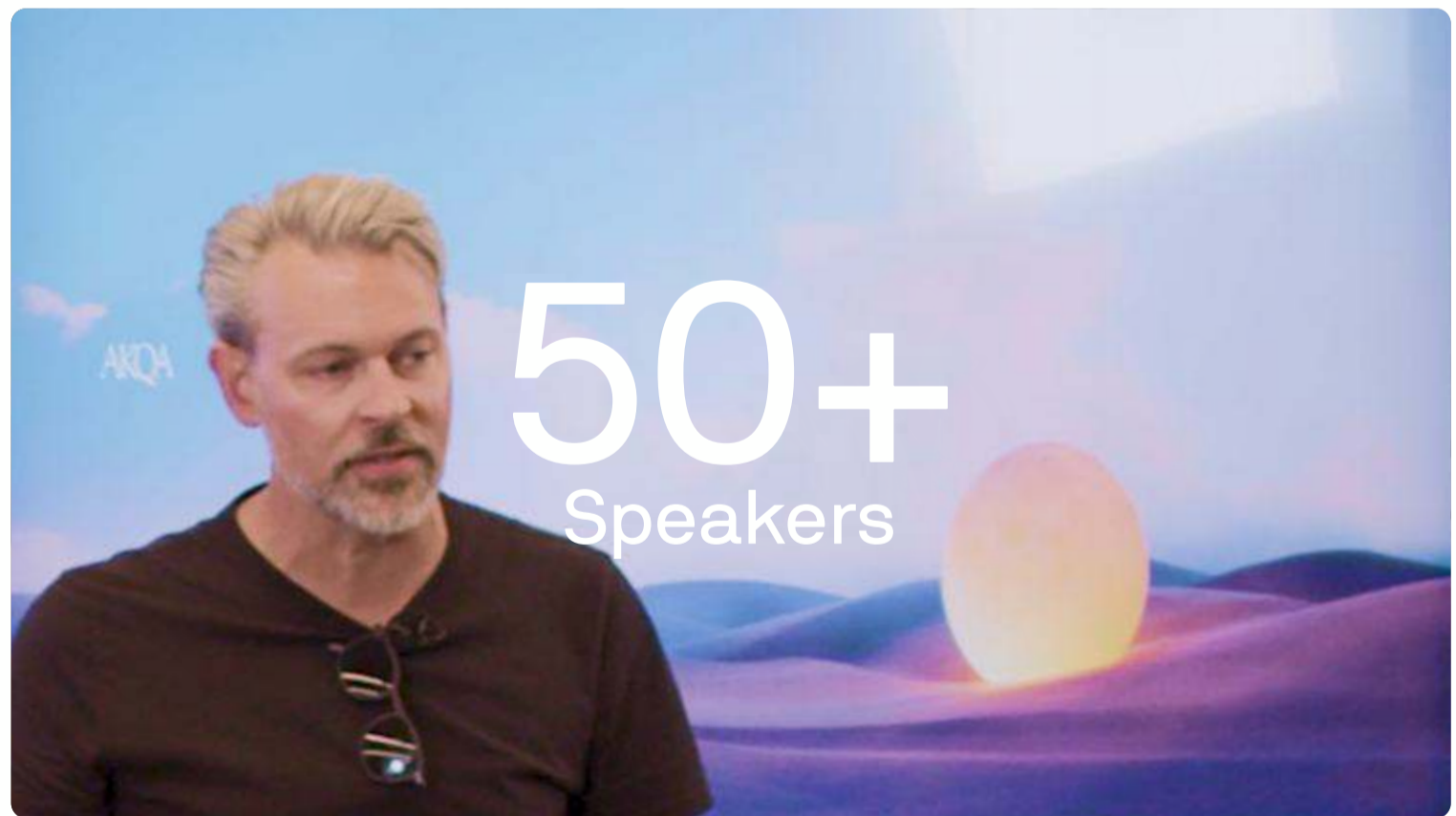


# TwentyThree Summit

May 30, 2024  
Copenhagen

Europe's largest  
conference on video.



The TwentyThree Summit theme:

Video is no longer  
tomorrow's technology.

Your customers spend  
59% of their time  
watching video.

Your meetings are video.  
Your events are video.

Your customer  
touchpoints are  
becoming video.

Your website should be  
video and webinars.

# Video is Now

# The Invitation

Copenhagen, Denmark  
March 2024

The TwentyThree Summit, the largest European conference dedicated to all things video, is back. On Thursday, May 30, 600+ of the world's video changemakers will gather at our home in Copenhagen for a very special day dedicated to moving your companies forward with video.

Last year, we were joined by 600 people from more than 25 countries and 40+ speakers. This year we're taking it up a level. We've hand-picked 50 guest speakers to share their video insights and experience across 30 separate sessions. It's an intensive day that won't only inspire you - it will also arm you with practical knowledge you can apply to upgrade your company's video game.

## Video is now

The theme of this year's TwentyThree Summit is **Video is Now**. Video is no longer tomorrow's technology:

Your customers spend 59% of their time online watching video  
Your meetings are video, your events are video  
Your customer touchpoints are becoming video  
And your website should be video and webinars

But how do you make the change? Since TwentyThree's founding in 2005, we've been dedicated to giving teams around the world the tools to move their whole company forward with video. We do this across the year with reports, webinars, and Frame, but the TwentyThree Summit is the summation of our efforts.

To that end, we've packed a program, covering meeting your customers with video at every touchpoint, scaling your webinar programs, enabling everyone in your team to work with video, making sure you're getting the most out of your content with attribution and analytics insights, the production tips and gear you need to know, and much more. And if you can't decide on which talk or panel to join, you'll have your own personal host to help guide you through the experience.

The TwentyThree Summit is for giving you the tools to enable everyone in your company to do video. But that doesn't mean we can't also have a bit of fun. On top of the conference, we've also curated the Copenhagen Experience. Whether it's taking in a museum on Wednesday, seeing the world's coolest neighbourhood, Nørrebro, by bike, or taking part in Distortion, the biggest street party in the EU, we've got you covered.

We encourage you to build your own experience, whether you can only make the main event on Thursday, if you want to join us from the 29th to the 31st, or even make a holiday of it!

We can't wait to see you,

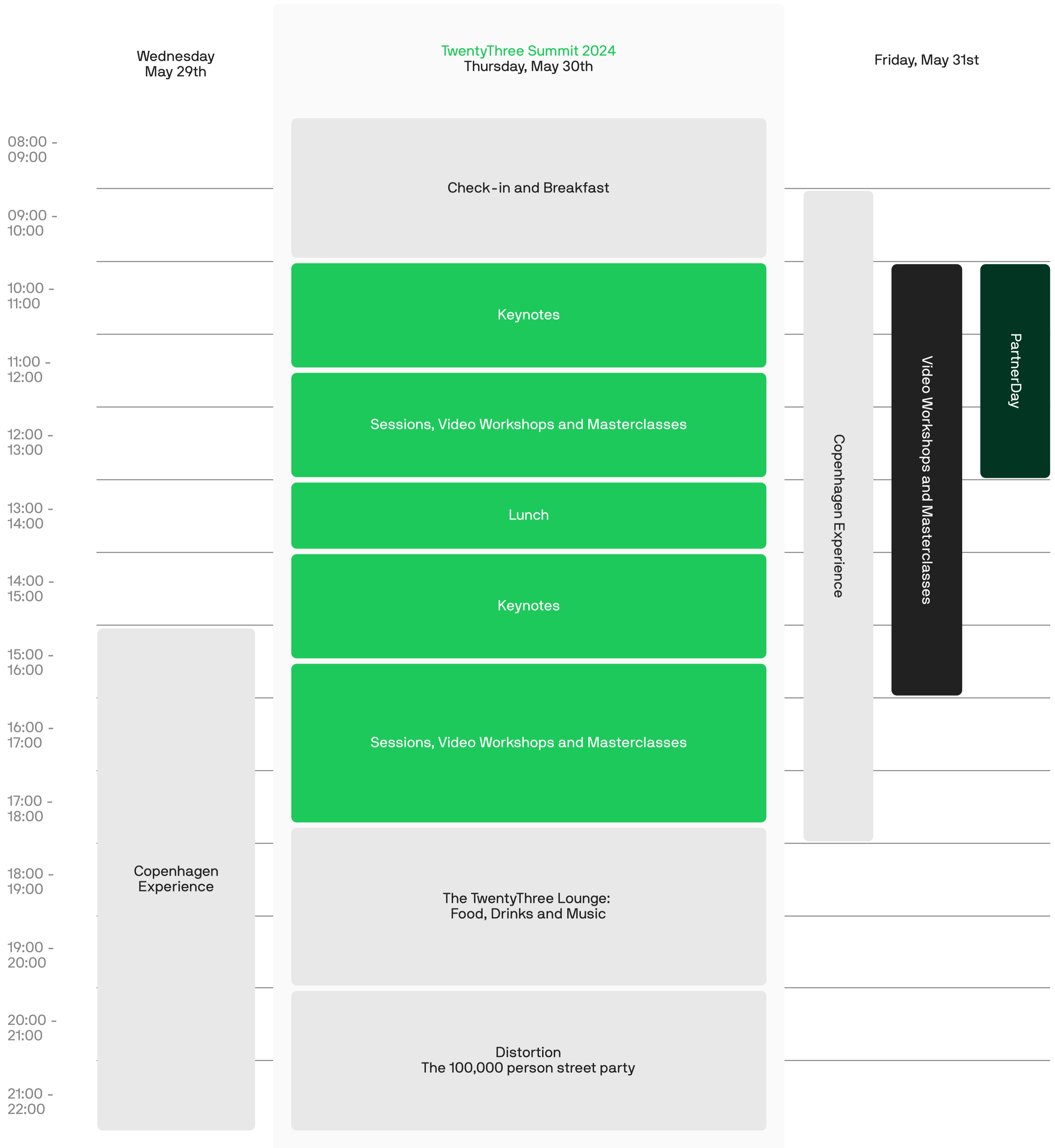
Two handwritten signatures in black ink. The first signature is 'Amelia' and the second is 'Daniele'.

Amelia and Daniele  
TwentyThree Summit Organisers

# The Program

The TwentyThree Summit is an intensive, one day conference on everything video over the course of May 30. But the 30+ sessions with the people driving video are just the beginning - we've built a packed programme for you over three days.

With the speakers, sessions, workshops, and Copenhagen Experience, you'll never be short of something to do, whether you choose to stay for one day or three. We'll unpack these over the course of this brochure.



 TwentyThree Summit 2024

 PartnerDay

 Video Workshops and Masterclasses

 Copenhagen Experience

# The Speakers

In 2023, we were joined by 40 video luminaries like Ann Handley, Geoffrey Brown, and Eric Fulwiler, as well as speakers from Adobe, Siemens, AKQA, Magnolia, and Umbraco.

This year, we're out-doing ourselves, with more than 50 pioneers, experts, and leaders sharing their video strategies for success.



## Lars Silberbauer

Lars Silberbauer is an internationally renowned video marketing veteran responsible for transforming LEGO, Nokia, and the Olympics into video-first organisations.



## Puk Scharbau

The Bridge's Puk Scharbau applies her years of experience as an award-winning actress to helping people from Brazil to Japan communicate - and shine - on camera.



## Thomas Vinterberg

Director of the Oscar-winning 'Another Round' and Dogme 95 founding member Thomas Vinterberg is one of the defining filmmakers of our times.



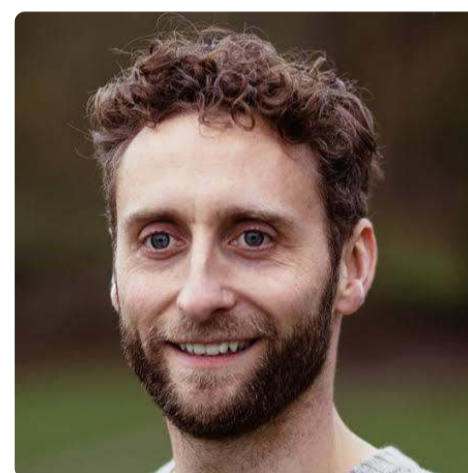
Michael Barber



Chris Weier



Nick de la Force



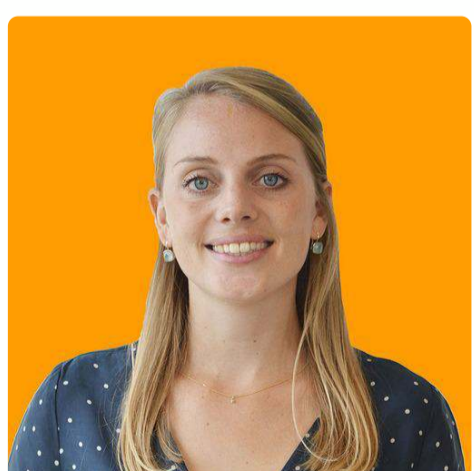
Jon Mowat



Nabila Moumen



Tapio Haaja



Minke Kiers



Thomas Palermo



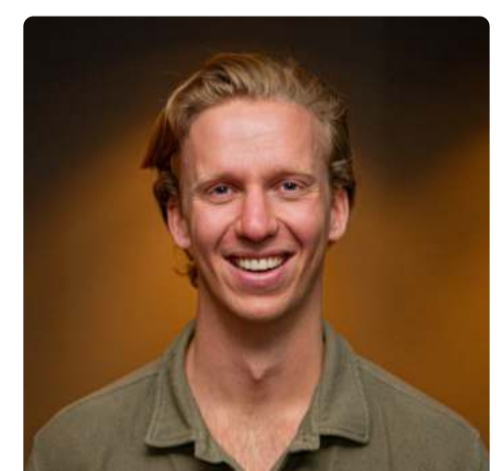
Joran Bloemen



Martin Edenström



Richard Francis



Felix Stein

... and many more to be announced

## Open call for speakers

Do you want to share your insights with the video people of Europe, or know someone who has a unique perspective on the field? Just email Amelia Holmsen, [amelia@twentythree.com](mailto:amelia@twentythree.com), to suggest a speaker.

# The Sessions

We've designed the TwentyThree Summit with our attendees' schedules in mind, to pack as much value as we can into an eight-hour conference. To achieve this, we've transformed our humble home, TwentyThree, into a five-stage event space, and even commandeered the neighbouring Nørrebro Teater to host our keynotes.

With over thirty hands-on workshops, interactive keynotes, panel discussions, deep-dive case studies, and much more, we're certain that the TwentyThree Summit will have something for everyone, and give you knowledge and inspiration to supercharge your video.

Theater Keynotes

Panels

Fireside Chats

Discussions

Case Studies

Workshops and  
Masterclasses

Within these formats we'll be covering everything from the theoretical to the practical, the macro to the micro, the form to the function, everything you need to know to equip your organisation to move into the video first world. Here are some examples of sessions from 2023 to give you an idea:

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Meet the Video People - Panel

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Future of Video - Fireside Chat

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Video at Every Touchpoint - Case Study

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New TwentyThree Launch - Keynote

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Video in Digital Transformation - Panel

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Future of the Video Agency - Panel

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Ann Handley's State of Video - Interactive Keynote

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Ask TwentyThree Anything - Discussion

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The Video Pioneers - Panel

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Video Formats - Case Study

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Think Webinars Everywhere - Panel

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Webinars Formats - Case Study

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Future of the Martech Stack - Discussion

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Video Agency Introduction - Panel

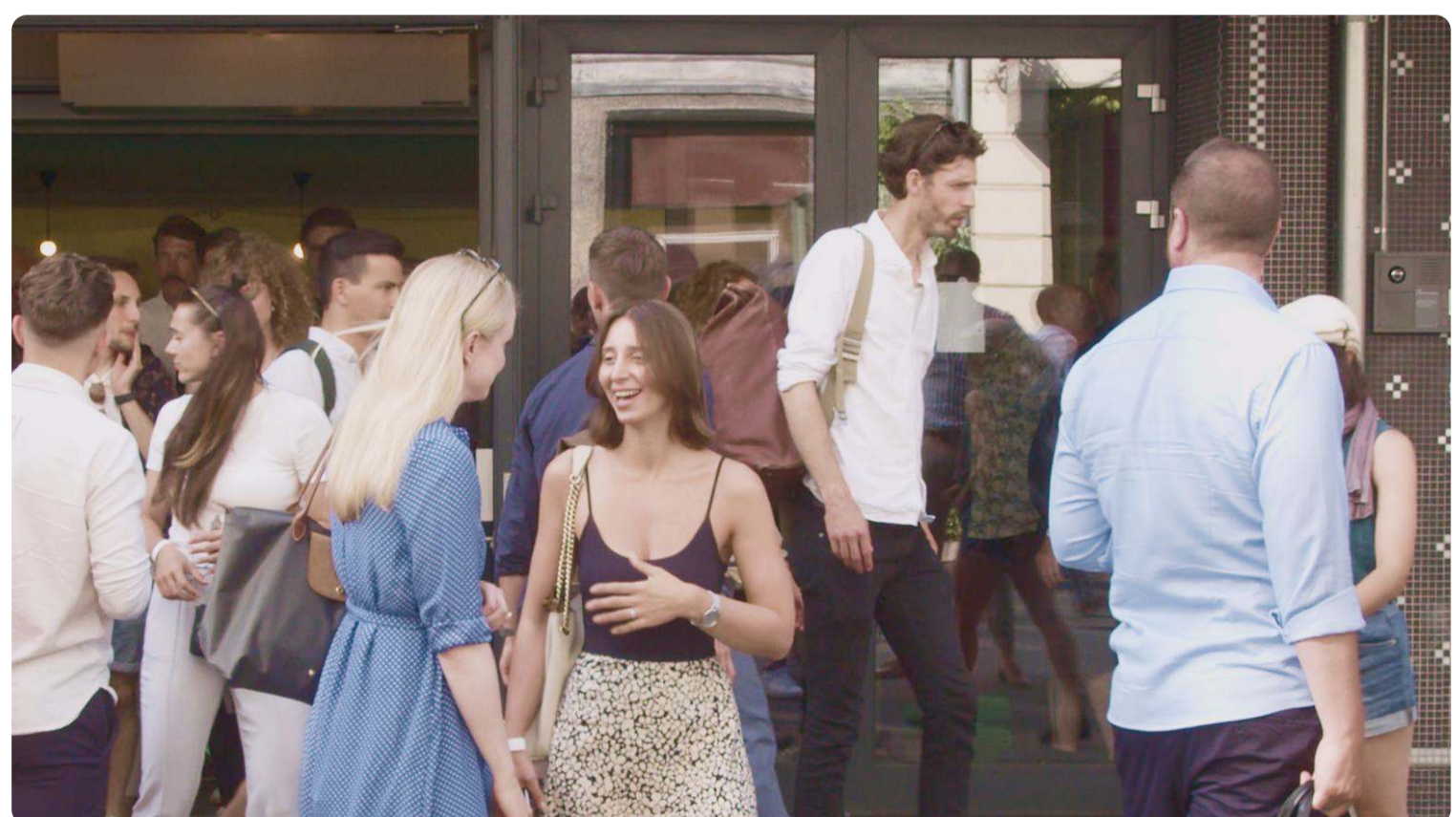
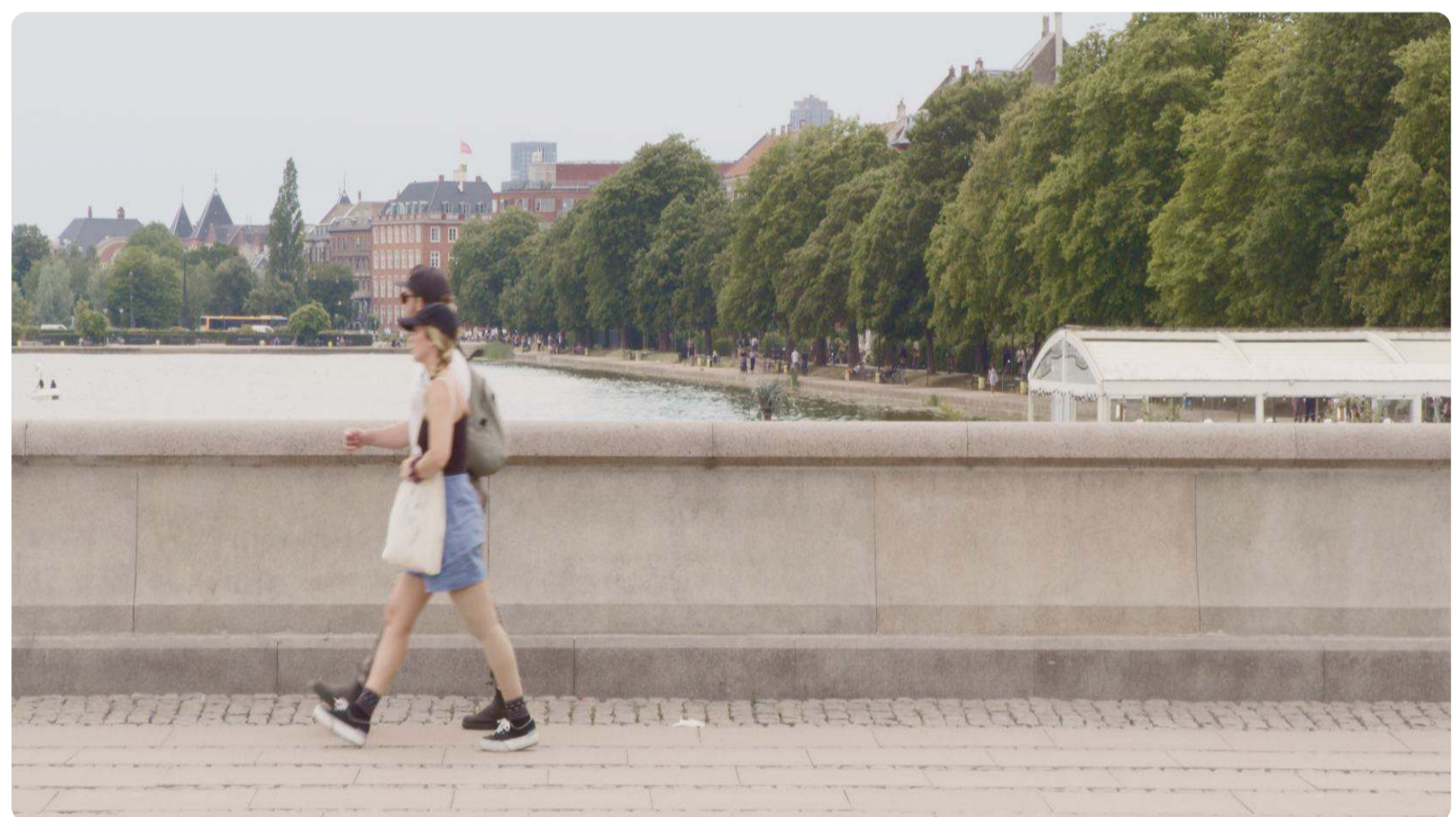
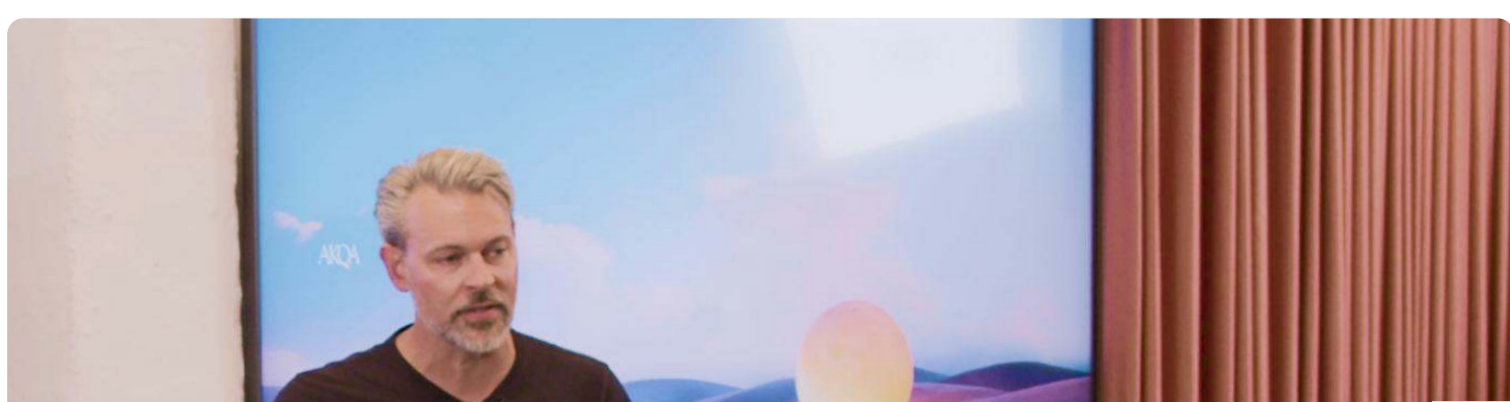
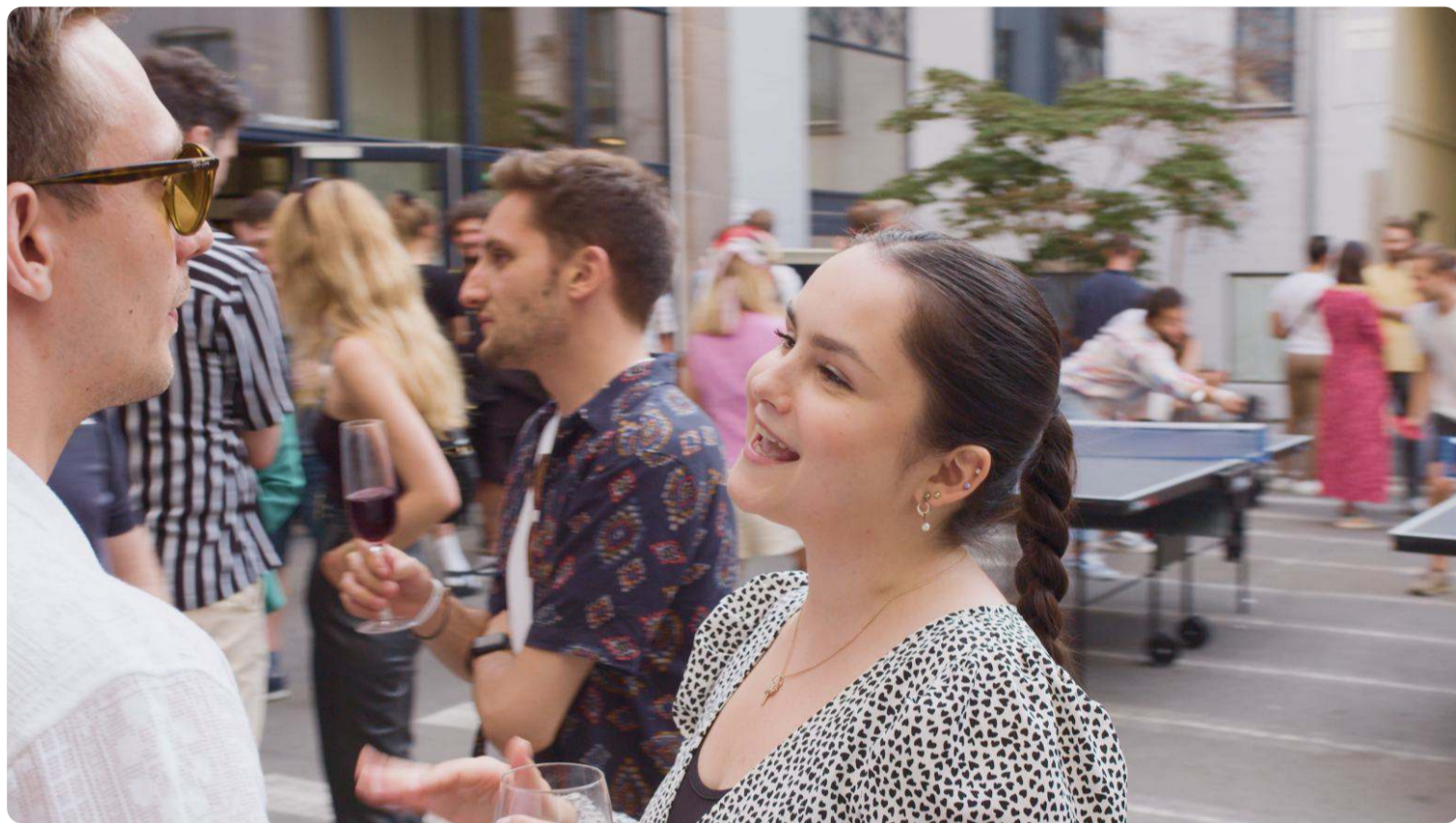
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The Shift to Video - Panel

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The Human Side of Digital - Discussion

# The Vibe



# The Venue: TwentyThree

Right on the Lakes at Dronning Louise Bridge, TwentyThree is easily accessible, whether you're arriving by plane or train. We're a 23 minute trip from the airport via Nørreport metro station, and a stone's throw from the 5C bus line which comes direct from Copenhagen Central Station.

TwentyThree

Sortedam Dossering 7E  
2200 Copenhagen



## By Train

Malmö <b>MMX</b> Departure: 7:59	..... 🚆 .....	Copenhagen H <b>CPH H</b> Arrival: 8:37	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:00
Odense <b>ODE</b> Departure: 7:20	..... 🚆 .....	Copenhagen H <b>CPH H</b> Arrival: 8:35	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:00
Aarhus <b>AAR</b> Departure: 5:55	..... 🚆 .....	Copenhagen H <b>CPH H</b> Arrival: 8:35	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:00
Gothenburg <b>GOT</b> Departure: 4:40	..... 🚆 .....	Copenhagen H <b>CPH H</b> Arrival: 8:29	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:00

## By Plane

Stockholm <b>STO</b> Board: 7:00	..... ✈️ .....	Copenhagen <b>CPH</b> Land: 8:10	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 8:55
Oslo <b>OSL</b> Board: 7:10	..... ✈️ .....	Copenhagen <b>CPH</b> Land: 8:20	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:15
London <b>LND</b> Board: 5:55	..... ✈️ .....	Copenhagen <b>CPH</b> Land: 8:45	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:30
Barcelona <b>BCN</b> Board: 6:05	..... ✈️ .....	Copenhagen <b>CPH</b> Land: 9:10	..... 🚆 .....	TwentyThree <b>Summit</b> Arrive: 9:55



# About TwentyThree

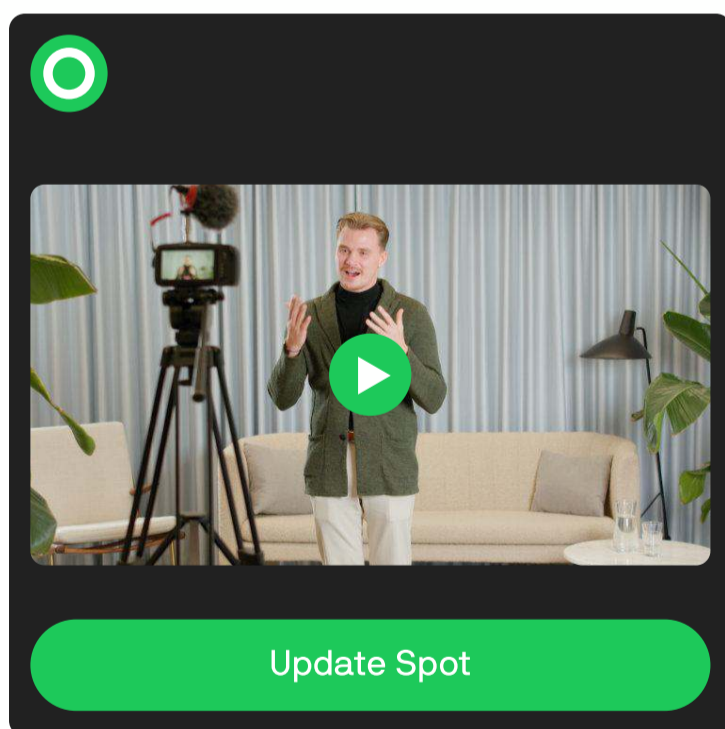


Born and still headquartered in Copenhagen, TwentyThree is the European player in the global video software space.

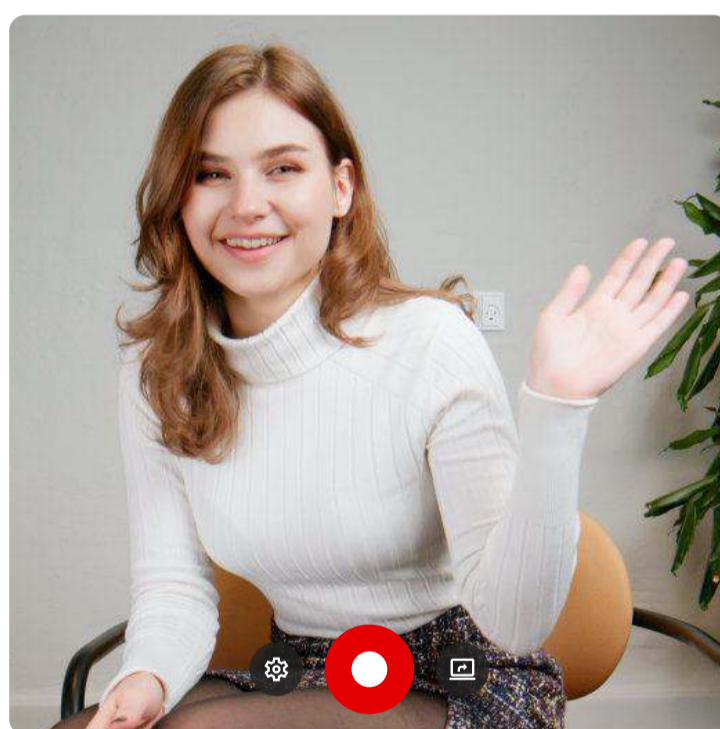
Every day, more and more of the world's best webinar program managers, video producers, and video marketers upgrade to TwentyThree to help their companies become video-first.

TwentyThree is the world's only platform with all the tools everyone in your company needs to do video at any touchpoint.

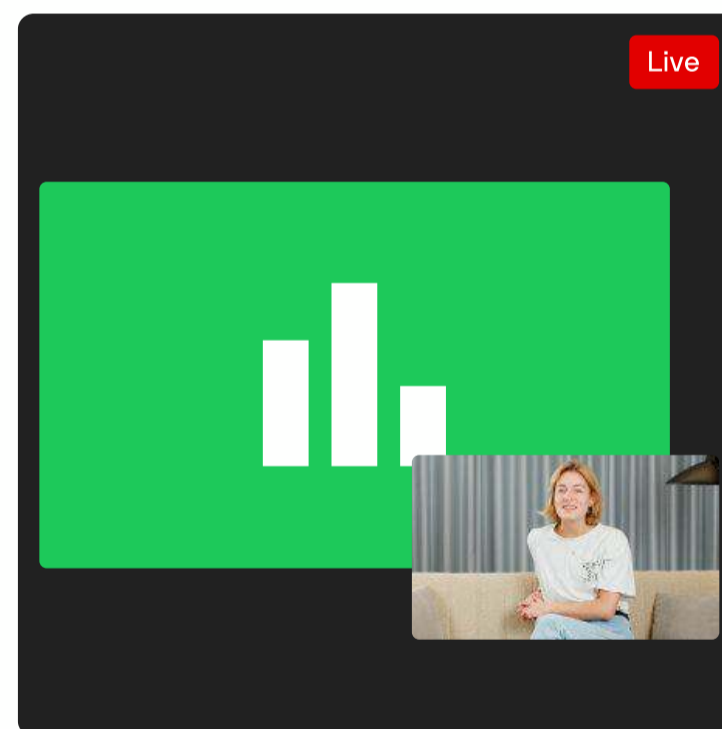
## TwentyThree: The world's first All-in-One Video Marketing Platform



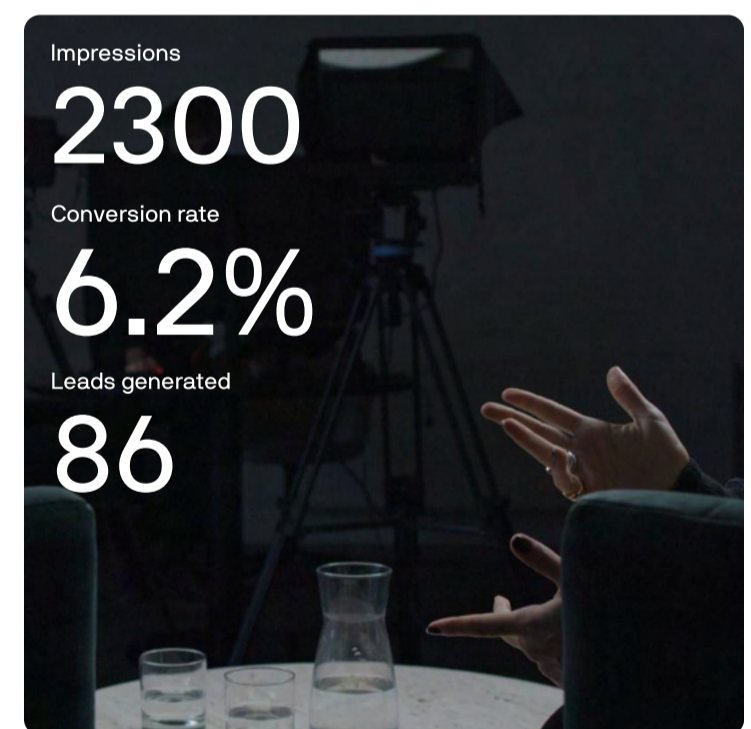
Spots



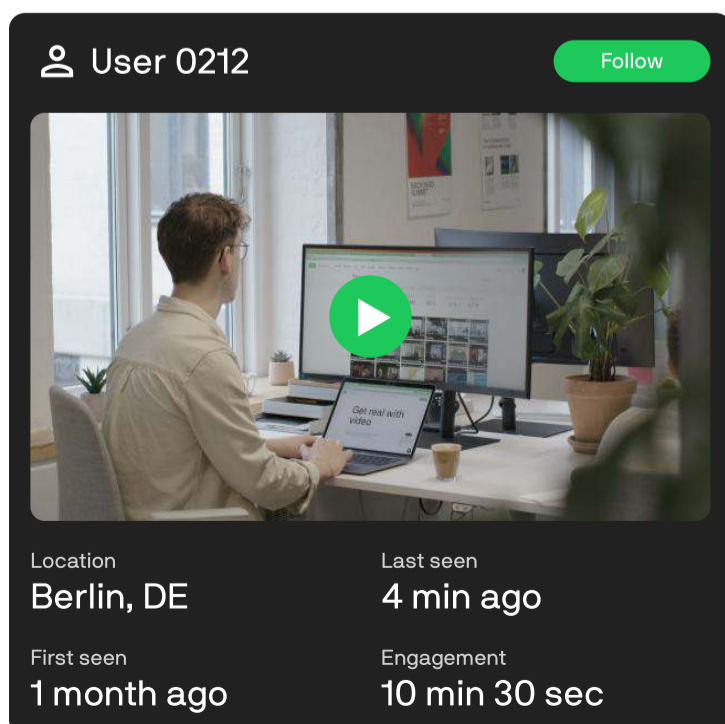
Personal



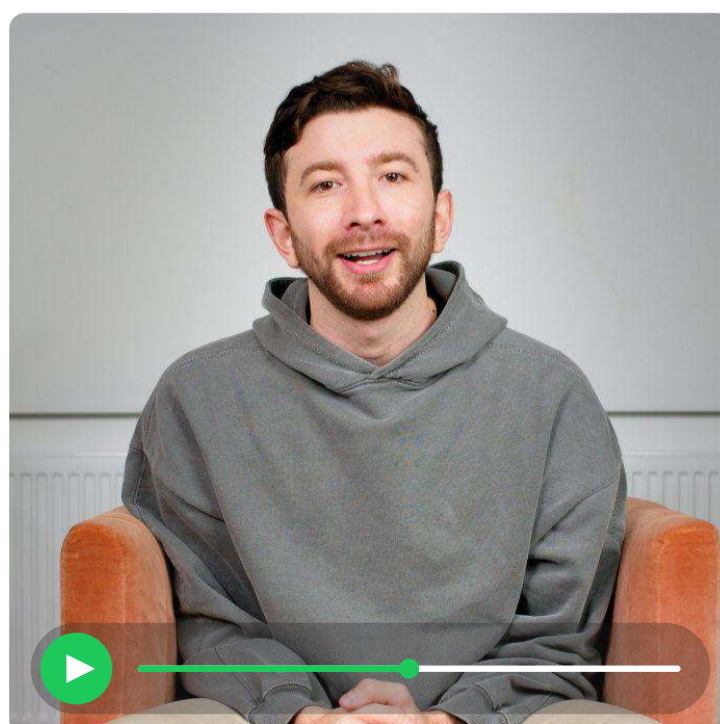
Webinars



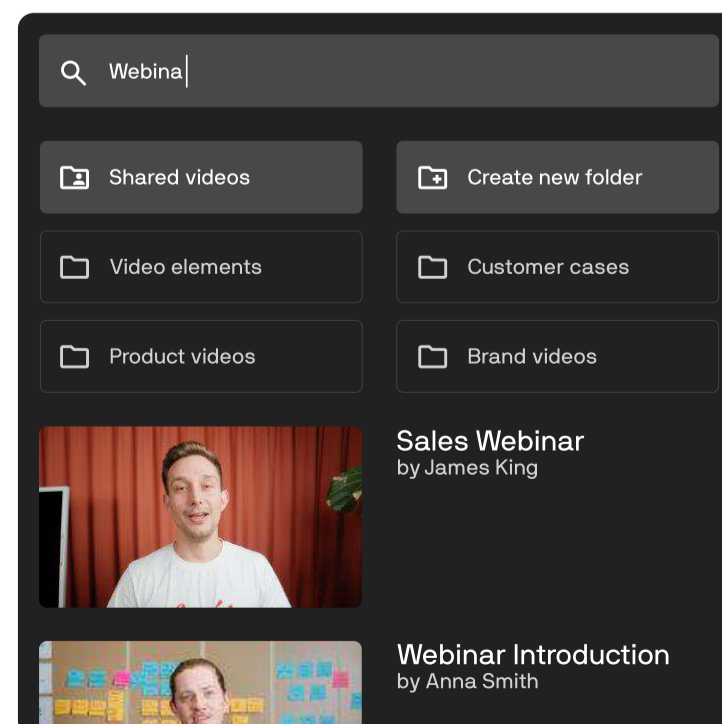
Analytics



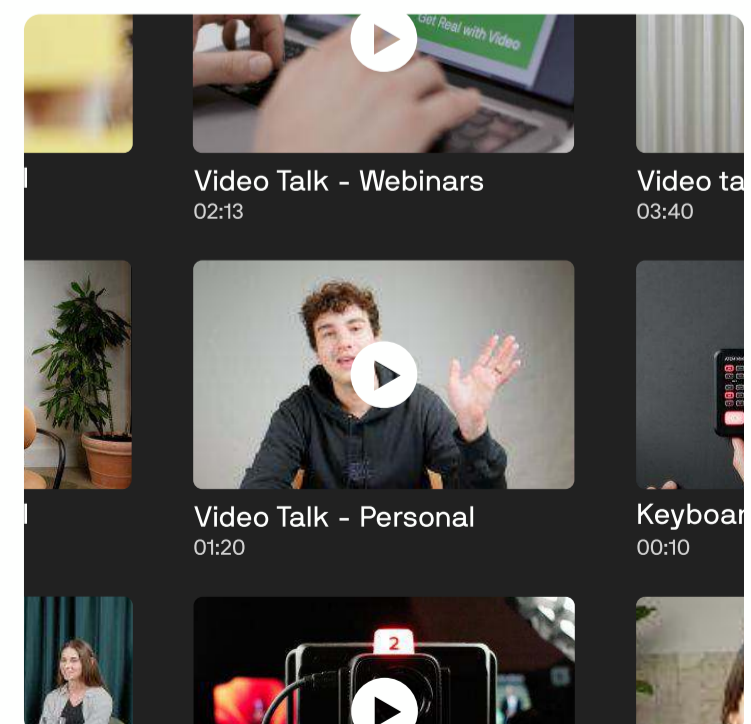
Attributions



Video Player



Video Library



Video Section

# The Copenhagen Experience

TwentyThree presents the Copenhagen Experience: an array of events that you can join before and after the TwentyThree Summit if you are staying a day extra or have an hour to spare. Take a dip in the harbour, go for a picnic at the Botanic Gardens, and join in with Distortion, the TwentyThree Summit's 100,000 person afterparty.

You can find a [full catalogue](#) of the Copenhagen Experience and information on how to sign up, as well as our recommendations for restaurants and the hotels we are partnering with this year for discounted stays.

## Experiences hosted by TwentyThree

Museum Wednesday

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Sail the Harbour

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Harbour Swim

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Distortion 2024 Action hygge in Nørrebro

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Brunch at TwentyThree with ex-Noma chef

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Expereince Nørrebro like a Copenhagenener

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Community Lunch at TwentyThree HQ

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Green Kayak - Cleaning Charming Canals

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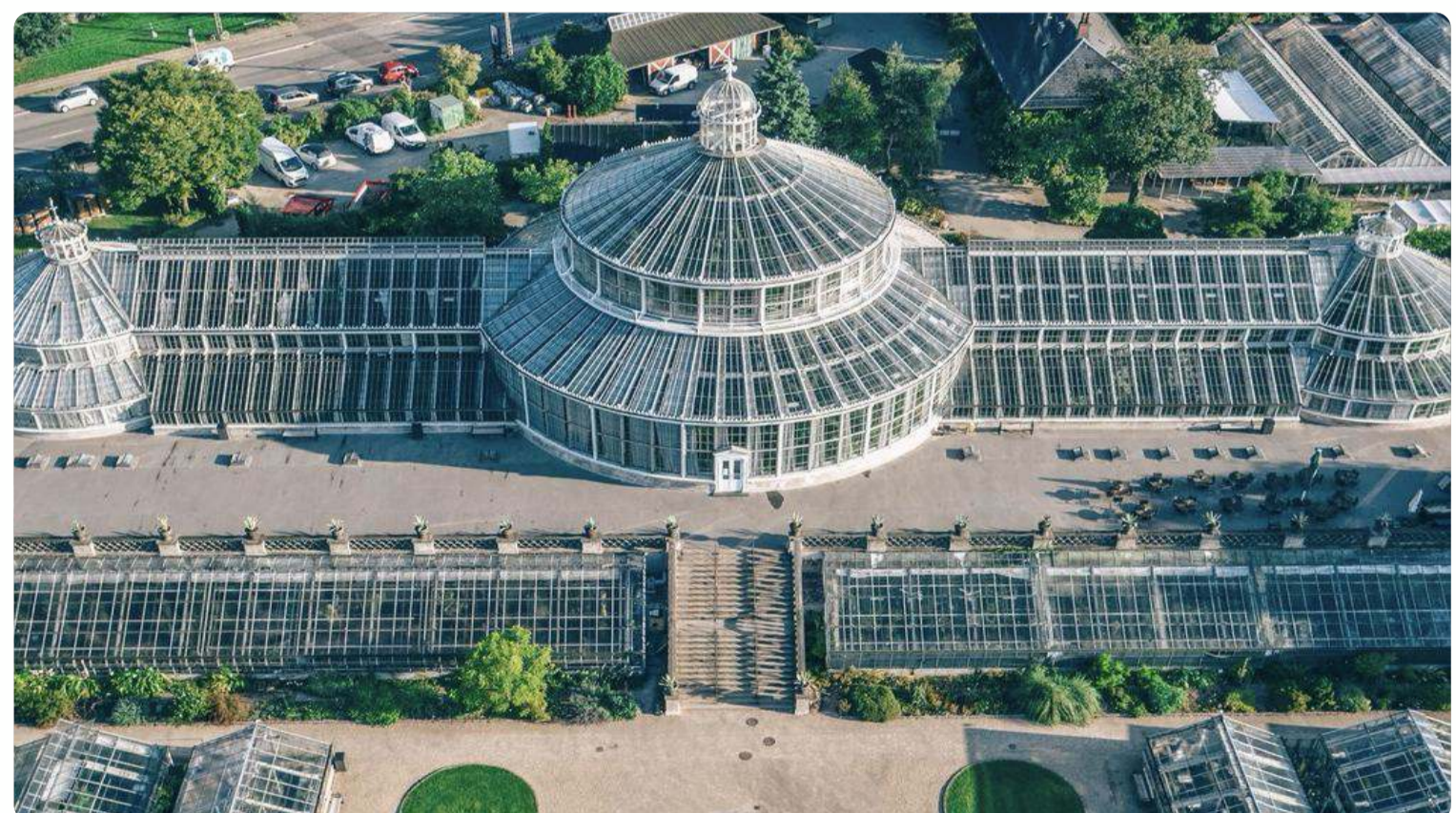
Picnic at the Botanical Garden

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Natural Wine Experience with our Local Wine People

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Friday Bar at TwentyThree





TwentyThree

[team@twentythree.com](mailto:team@twentythree.com)

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