

# shift.

Powered by In The Pocket



# Discover Shift





# Introducing Shift

Shift is an event and content brand by digital product studio In The Pocket, covering the latest in UX, technology, business & beyond.

Through Shift, we aim to make all digital enthusiasts see the change before it happens. Shift is here to sharpen their tech knowledge and offer them the latest digital insights from internationally renowned speakers.





# A community of tech enthusiasts

Shift offers access to a network of + 2000 digital decision makers and their teams.

We have a number of touch points:

- Annual Shift boutique conference
- 2-3 Shift afterwork events per year
- On site & online radio with Studio Shift
- Yearly Shift trend report





# Shift boutique conference

Annual boutique conference for digital decision makers.

10th edition on 26 October 2023

- At In The Pocket Ghent office
- Audience of 300 digital leaders (c-level focus)
- Full day conference
  - 3 tracks: business, tech & design
  - Workshops
  - Panel discussions





# Some of our former speakers



Benedict Evans



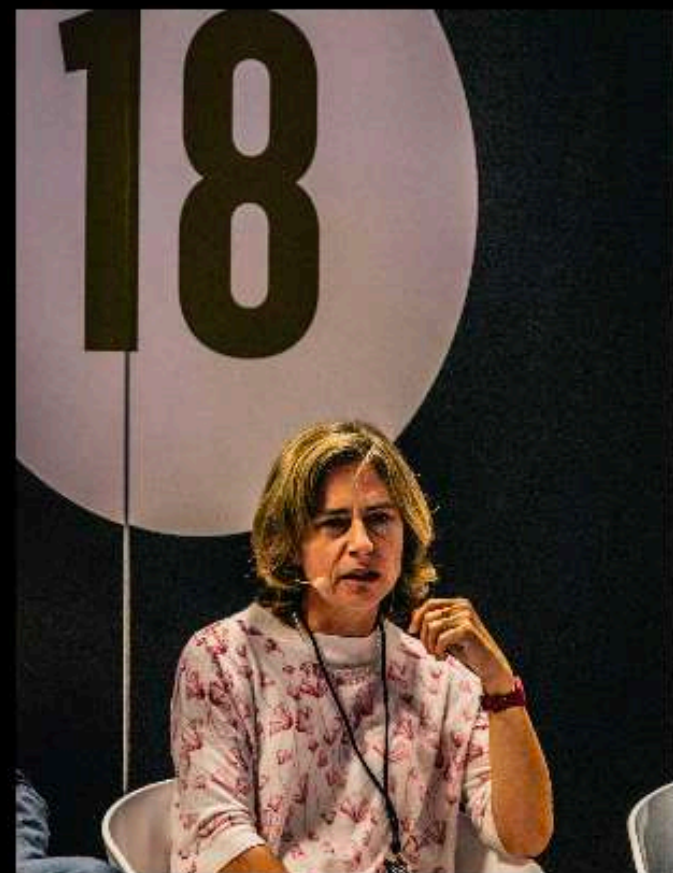
Pattie Maes



Nick Bostrom



John Porter



Dominique Leroy



Dr. Helen  
Papagiannis



Koert Van Mensvoort



Nell Watson



# Shift Afterwork

Shift afterwork brings digital experts together to discover a hot topic in digital. An informal way to stay up to date with the latest in tech.

- 1 Shift Afterwork per quarter
- 1 specific “hot” topic or domain (MLUX, Gen AI...)
- Workshops & keynotes
- Audience of 100 digital experts (profile depending on topic)
- Different locations: Amsterdam, Antwerp, Brussels, Ghent, Leuven





# Studio Shift

In The Pocket's online radio show where we cover the greatest & latest in digital.

A mix of panels, interviews & talks with both Belgian & international guests. Topped of with great music & live dj-sets.

- Interviews, testimonials & industry trends
- 7000 listeners in Oct 2022
- Broad audience: C-levels, designers, developers, digital communities
- Next edition: March 2024





# Shift, the annual trend report

In The Pocket's annual trend report on the next big shifts in digital.

10 trends that will shape the digital agenda for the upcoming year. Written by 10 in-house authors.

- Print edition: shared with +1000 digital decision makers
- Digital edition: +1500 yearly downloads







# Partnership opportunities



# Link your brand to Shift and gain access to digital decision makers

	Bronze	Silver	Gold
Online & print Logo on emailings, website & social media channels	✓	✓	✓
Shift Report Logo in print & digital edition of next Shift Report	✓	✓	✓
Onsite: Banner in networking area at Shift boutique conference	✓	✓	✓
Onsite: Banner in networking area at Shift After Work events	✗	1	2
Tickets included for every event	1	2	5
Price extra ticket boutique conference	€340 / additional ticket	€340 / additional ticket	€340/ additional ticket
Curated interview on Shift website	✗	✓	✓
Curated booth in tech demo area	✗	✗	✓
Workshop / keynote at boutique conference	✗	✗	✓
Base price	2.500 €	6.000 €	8.000 €



# About In The Pocket

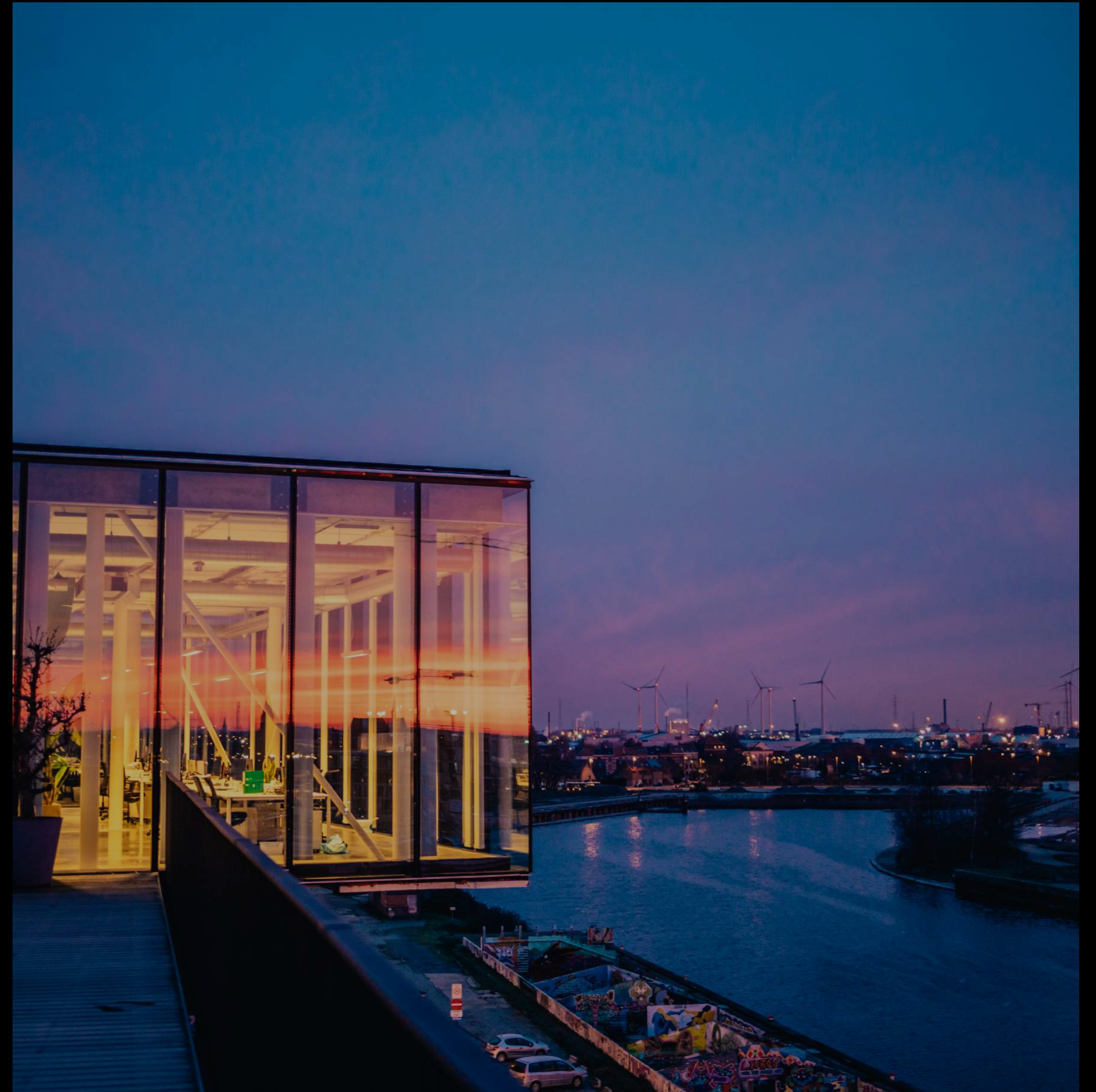
As Europe's finest digital product studio, In The Pocket develops better products for bigger futures.

We are a complete delivery organization that designs and builds digital products and platforms from end to end. We support companies' digital roadmaps in the areas of ML, Strategy, Architecture, Software Engineering and UX.

Since our founding in 2010, we have created over 400 digital products and services for companies like Payconiq by Bancontact, TP Vision, Barco, Colruyt, Groupe ADP, BNP Paribas, Smeg & SD Worx.

We have studios in Amsterdam, Antwerp, Ghent, Leuven, Bucharest & Lisbon.

[www.inthepocket.com](http://www.inthepocket.com)





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brett.dufort@inthepocket.com

+32 477 24 23 28