

Data Natives Partnerships

25–26 November 2019, Kühlhaus Berlin



DATA NATIVES

2019



"I've experienced Data Natives as a conference that's un-fancily, earnestly, and honestly for people who build the data economy. Positively geeky, in other words, both intellectual and hands-on."

—Christoph Raethke, Startup expert

Our story

Data is part of our new cultural identity, transforming the way we communicate, learn and interact. Data Natives is the meeting point for industry experts, entrepreneurs, tech- and business professionals to connect, inspire each other and disrupt the status quo.

Our growing community of over 70,000 data lovers thrives on diverse perspectives, thought-provoking content and exhilarating events.

Data Natives stands out because we do things differently: We're home to curious, forward-thinking individuals with a passion for tech and business. We focus on current data trends, but also venture off the beaten path to explore new, exciting possibilities.



The story continues

Last year we talked about “The Quickening” Technology is developing at an unprecedented rate—the most powerful supercomputer in the world, IBM’s Summit, is capable of processing 200 quadrillion calculations per second. We examined how the speed of information affects us and the world, we looked at the external factors.

In the run up to the Data Natives conference 2019 we invite you to be part of a discussion.

This year we’re looking from within what is our purpose within the tech ecosystem and asking in a participatory manner: What makes us tech? What motivates us? What drives us?

A woman with long brown hair, wearing a dark blue patterned sweater and a lanyard with a badge that says "DATA NATIVES", is smiling and looking towards the left. She is in a crowd of people at a conference.

“Data Natives is a real melting pot of ideas.”

—Andrew Clegg, Data Scientist at Etsy

Tracks & topics

Track 1: The future

Our main stage will play host to a range of thought leaders across industries discussing the future of business. They will share strategies to implement the technologies of the future in your business.

Track 2: Tech track

Deep dives into programming languages, emerging technologies & frameworks and geeky passion projects live on our “Geek Economy” track. 60% of our audience come to DN to be educated and learn something new—the Geek Economy Track is where they find this knowledge.

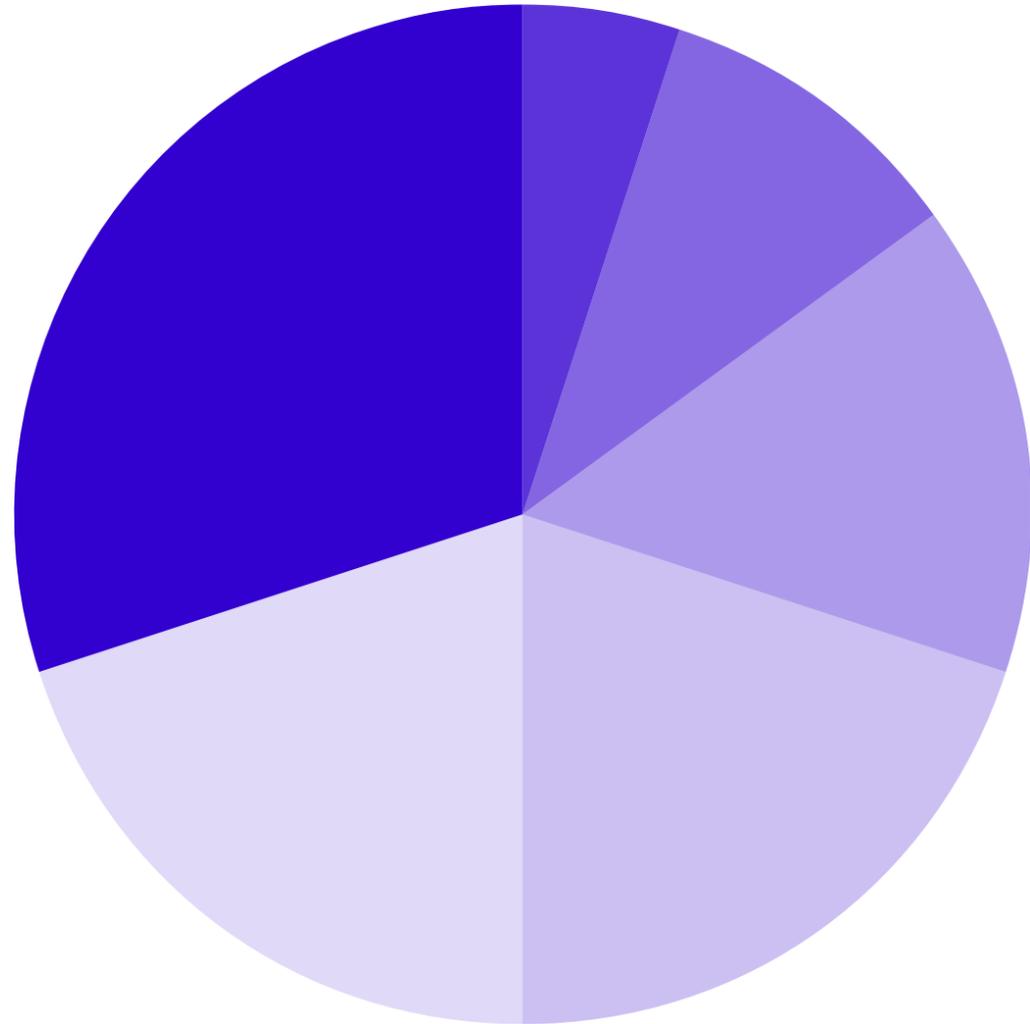
Track 3: Impact

The Impact track hosts the innovators whose focus is shaping a more inclusive, sustainable and brighter future. Whether that’s through sustainability, healthtech, or data science for social good, Track 3 is for the thinkers who are changing our world.

Track 4: Startups

The conventional “Startup Battles” at conferences are often too brief, only offering you a glimpse of the innovative, emerging startups featured. The idea of the Start up Stage is simple: to cut through all the usual conference jargon in startup presentations, and bring you unfettered insights from the freshest startups, all day every day throughout the conference.

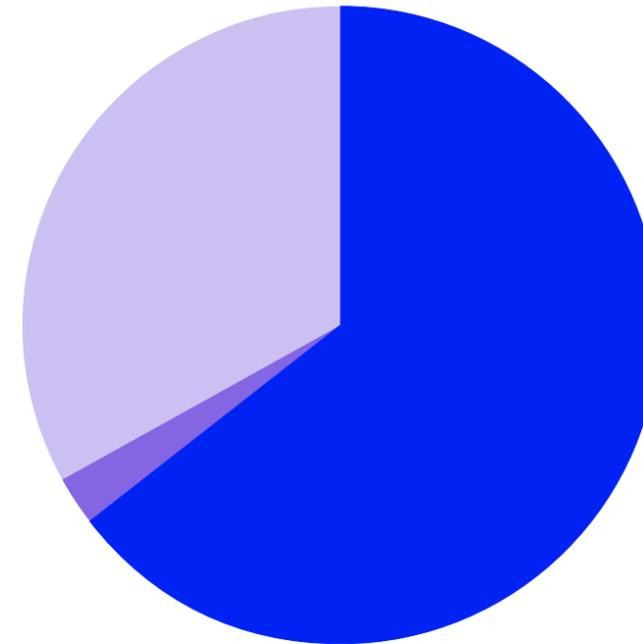
Audience breakdown



- 5% Consultants
- 10% Developers
- 15% managers
- 20% Founders & C-level Exec
- 20% Researchers
- 30% Data Scientists

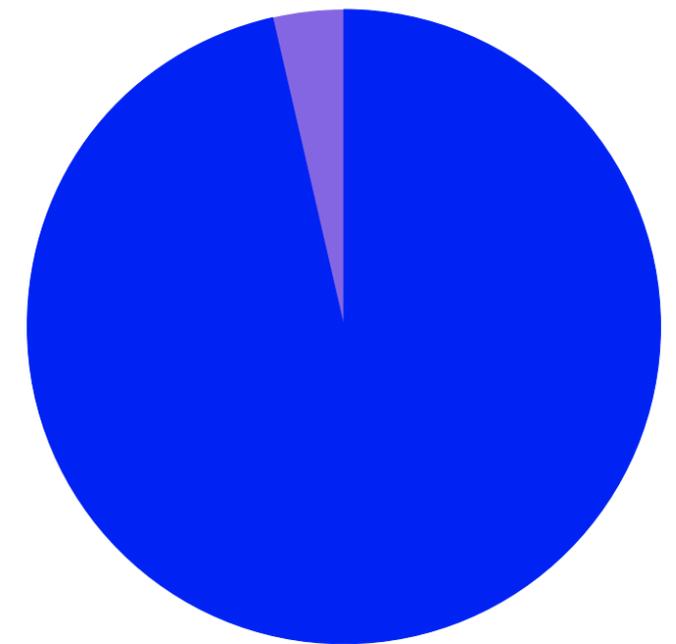
Audience outreach

Followers & subscribers



- 53,585 followers on Twitter
- 2,090 followers on LinkedIn
- 27,354 newsletter subscribers

Impressions



- 160,966 monthly impressions on Twitter
- 5,765 monthly impressions on LinkedIn

Some of our past partners

Deloitte.

Adobe

Deutsche Telekom

IBM

ORACLE

Project A

Hewlett Packard Enterprise

splunk >

SAP

CODETE

teradata.

MINDSPACE



data iku

cloudera

Our speakers



“Data Natives is a fabulous event that brings together a vibrant community of data enthusiasts.”

—Cassie Korzyrkov
Chief Decision Scientist at Google, Inc.



“Data Natives was the biggest and coolest audience I’ve met in Berlin so far.”

—Romeo Kienzler
Romeo Kienzler, Global Chief Data Scientist at IBM

What makes you tech?

Have questions or comments? Our team is happy to help.



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