

NORDIC **APIS**

# Nordic APIs

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Partner Events

# ABOUT NORDIC APIS

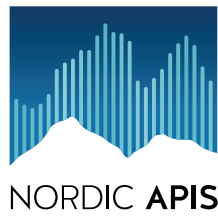
*– Nordic APIs is a network and knowledge based community for API practitioners and enthusiasts*



Nordic APIs is the world's largest API community. Our goal is to help organizations make smarter tech decisions using APIs. We do this by:

- Publishing high quality articles on our blog
- Distributing free eBooks on various API topics
- Hosting API events all around Europe and the world

# WHY CO-HOST AN EVENT WITH NORDIC APIS?



Nordic APIs is an established name in the API industry, and have organized more than 20 different events all around the world. With thousands of community members we are trusted to provide real thought leadership on all aspects within the API sphere.

- Meet with international thought leaders
- Increase credibility of company brand
- Meet with our fantastic community



# THE PARTNERSHIP

What do we expect from you?



**Who are you?** Nordic APIs are looking for technology companies with a role to play in the API space, and wants to share their view with our community

## EVENT VENUE

- Arrange venue
- Food
- Coffee and snacks

## PROMOTION OF EVENT

- Find and invite suitable attendees
- Spread the word about the event in social channels and/or email

## SPEAKERS

- Find and invite suitable speakers

## Nordic APIs will provide:

- Advertisements
- Graphic design
- Sale of tickets

Nordic APIs will also handle the project management and may invite speakers. We will promote the event to our entire online community in all channels, and fly over to manage and attend the event.

# HOW WE WORK



## POLICY

Nordic APIs is an open and diverse community, and speakers should represent all constituents of the community.

## SESSIONS

Nordic APIs strive to maintain a neutral approach to API best practices, and so it is *very important* to keep each session as vendor neutral as possible.

## DISTRIBUTION OF CONTENT

Nordic APIs reserves the right to publish videos and slides on (but not limited to):

- SlideShare
- YouTube
- Nordicapis.com

## EVENT PROCESS

### START-UP MEETING

Theme, date, time & venue



### Regular Meetings

Find speakers, book venue  
etc.



Event

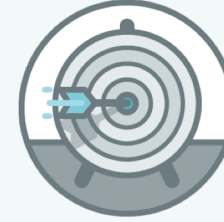
# TARGET AUDIENCE

At Nordic APIs events and workshops (depending on the size), theme and speakers are based on what will attract professional API practitioners.

Nordic APIs always focus on web APIs, and one or more of these six API insights:



API Platforms



API Strategy



API Marketing



API Business Models



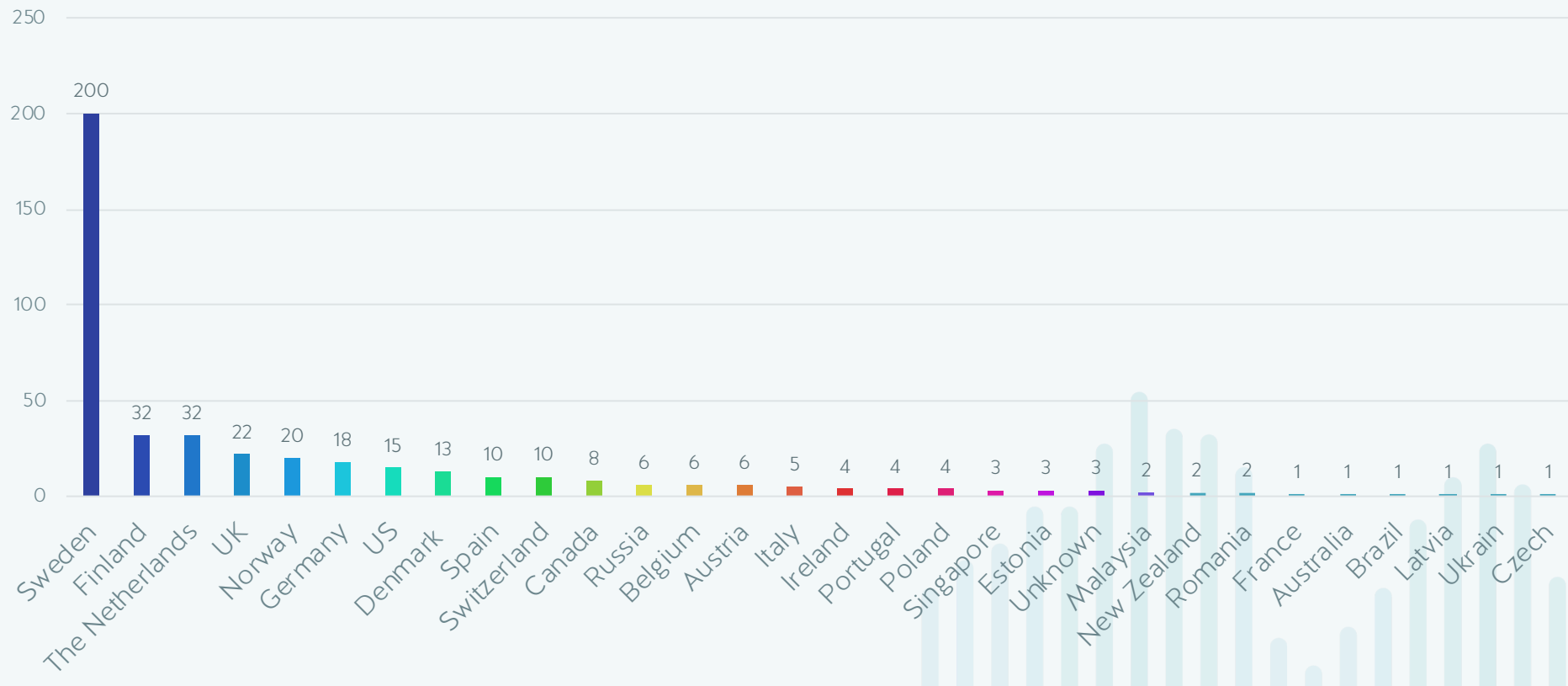
API Security



API Design

# ATTENDEES & STATISTICS

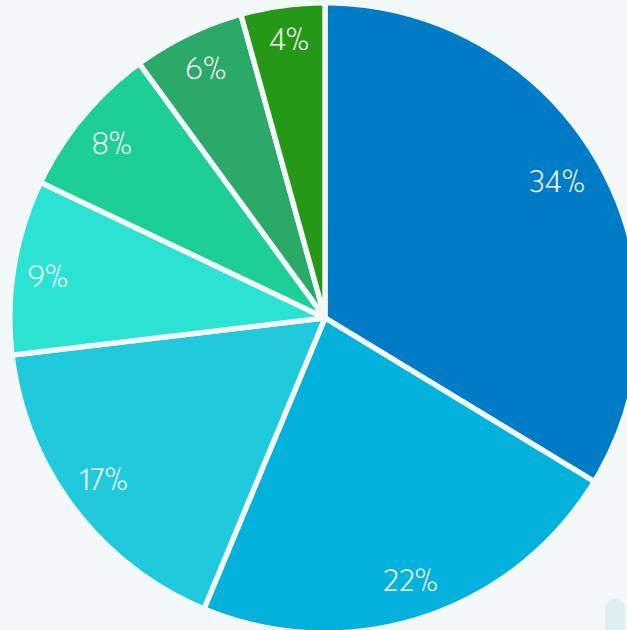
All countries represented at the 2017 Platform Summit



# ATTENDEES & STATISTICS

Job titles of attendees at the 2017 Platform Summit

(excluded: "Unknown")



■ Developers / Tech

■ Other

■ Executive / Manager

■ Product Owner / Team Lead

■ Architect / Strategy

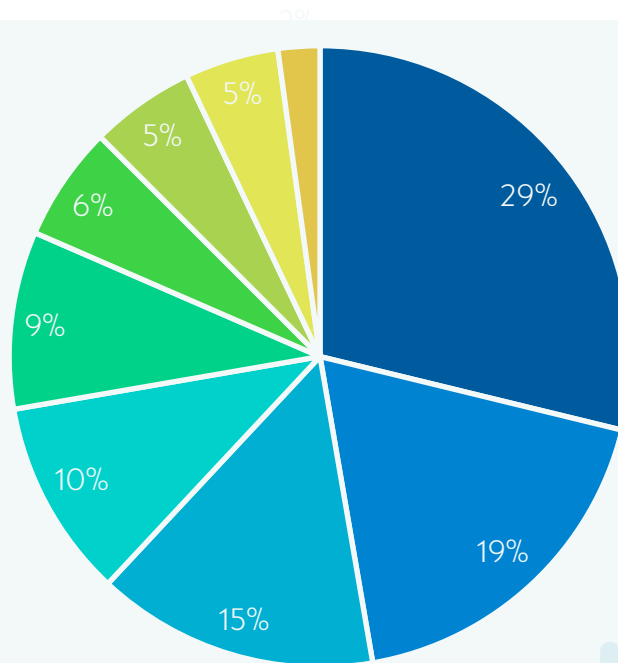
■ Consultant

■ Sales / Marketing



# ATTENDEES & STATISTICS

Type of Organizations present at the 2017 Platform Summit

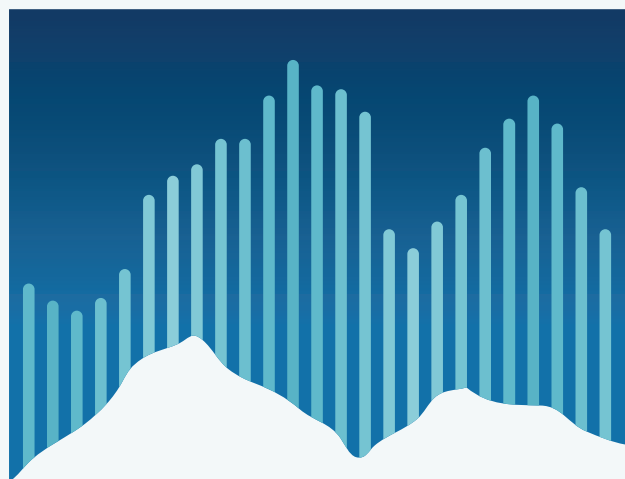


- Tech
- Public Services
- Communication

- Consultant Services
- Retail and Consumer
- Industry, Energy and Transport

- Financial Services
- Other
- Marketing/Analytics

# CONTACT INFORMATION



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