

WREDA

Techweek 18

19th – 27th May



Techweek Overview

19th – 27th May 2018

Techweek is an annual, nationwide festival that provides Wellington an opportunity to showcase our innovation ecosystem and its success to the rest of the country and the world. Started as an Auckland only based event, government decided they would like to see it rolled out nationally. 2017 was the first year for the national event.

The festival aims to build the capability of our innovation ecosystem by bringing people together for connection, inspiration and debate.

It wants to educate New Zealanders about the positive impact technology and innovation can have on daily life.

It provides a focus for international talent interested in New Zealand as a place to live, work and invest time and resources.



Techweek Objectives

Good For the World

Showcase NZ Tech and Innovation

Develop capabilities of NZ innovation Ecosystems

Develop capabilities of NZ Business

Inspire the next generation

3 Levels of Events

Headline Events

Events run by the central Techweek team to highlight specific areas relative to the location

Featured Events

Events that are already taking place but align with Techweek so can help support each other through marketing

Festival Events

Individual events taking place in a region during Techweek that meet the agreed criteria



Techweek – Update

Wellington Headline Event

Creative Realities

Wellington Featured Event

LUX Lightshow



Wellington Festival Events:

- 1) The Magnificent Mahuki Tech Tour of Te Papa
- 2) Maker Trail
- 3) State of a Maker Nation
- 4) ShadowTech Day
- 5) National Coworking Day
- 6) The role of tech in growing great adults
- 7) Leading an Agile Workforce
- 8) Talk Geospatial series
- 9) Secrets of Scalability
- 10) From the busyness of innovation to the creation of lasting value
- 11) She Started It - a documentary about female tech entrepreneurs

Innovation Tour

tech-week 18

Join the Innovation Tour during Techweek'18 and discover the ingenious ecosystem innovating for a better world from beautiful New Zealand





Wellington Techweek Themes

Overarching Theme for the week:	Creative				
Daily theme:	Monday	Tuesday	Wednesday	Thursday	Friday
	Gov Tech Civic Tech Sustainable Cities Cyber Security Fin Tech	Gov Tech Civic Tech Sustainable Cities Cyber Security Fin Tech	Creative Tech Social Enterprise Art Tech	Creative Tech AR/VR Movies/Screen Gaming	Welly Tech Anything goes
Sub themes:	Women in Tech				
	Tech for Good				
	Talent Attraction				
	Regions				

Why Get involved

- Grow awareness and educate the market on your sector or business
- Showcase specific products and services to your target audience
- Generate new sales leads to build your business
- Identify and connect with new talent to grow your business
- Cross industry collaboration and partnership opportunities



How We Can Help?

- Raise awareness of your event via Techweek and WREDA's wide reaching channels
- Connect you with speakers and venues for events if required
- Host planning events for organisers to share tips and techniques for putting on successful events
 - how would you like these to look?
 - Monthly, breakfast/lunchtime or late afternoon?
 - Specific topics or networking opportunities
- What other help would be useful?



Finally.....

- Who are you?
- How would you like to be involved in Techweek?
- Any specific help required?

