

2nd
EDITION
OF POLISH TOWNS FORUM

COOPERATION PROPOSAL FOR BUSINESS PARTNERS

Two-day meeting of local government officials, representatives of state administration and business ■ 3 plenary sessions ■ 16 panels ■ Over 50 experts, speakers and debate participants, including business and local government experts, as well as ministers and MPs ■ Over 25 business partners ■ The Polish Towns Gala

21-22 SEPTEMBER 2022 WARSAW
NOVOTEL WARSZAWA
CENTRUM HOTEL ★ ★ ★ ★

COOPERATION PROPOSAL

Encouraged by the attendance and content-related success of the 1st Forum of Polish Towns, as well as the very positive feedback from our business partners, we would like to invite you to cooperate with us in connection with the 2nd Forum of Polish Towns. We have planned the event on September 21-22, 2022 in Warsaw.

The 2nd Forum of Polish Towns - a two-day meeting of local government officials, representatives of state administration and business - we are preparing with a view to supporting smaller towns in optimal development and maintaining their socio-economic functions.

As part of the Forum, we plan three plenary sessions and sixteen panels, in which over 50 experts, speakers and participants of debates will actively participate.

Nearly 300 guests attended the 1st Forum of Polish Towns, organized at the Novotel Warszawa Centrum. The local government was represented by 205 people - mainly mayors and their deputies. 23 business partners had the opportunity to promote their products and services directly to decision-makers.

The 1st Forum of Polish Towns was held under the honorary patronage of Mr. Michał Cieślak, Minister of Local Government Development, Mr. Janusz Cieszyński, Secretary of State in the Chancellery of the Prime Minister for Digitization, Ministry of Development, Labor and Technology, as well as the Ministry of Funds and Regional Policy. The role of substantive patrons was played, among others, by The Jagiellonian Institute, The Sobieski Institute and The Union of Polish Metropolises. The media partner of the event was the Administration and Self-Government Service. The media patronage was taken by: TVP 3 Lublin, TVP 3 Poznań, TVP 3 Rzeszów and TVP3 Warsaw.

There are 763 cities in Poland with less than 25,000 residents. Over 5.9 million people live there. If we add the population of rural areas in urban-rural communes to this number, it gives us a population of over 10 million. We believe that it is an important and numerous Community that requires separate concepts and development policies. Among other things, they are developed and discussed by The Polish Towns Forum.

The organizers of the event are The Polish Towns Union - a member of the Joint Commission of the Government and Local Government - and ACF Doradcy Samorządu sp. z o.o.



JANUSZ BUZEK MBA

President of the Management Board of ACF Doradcy Samorządu sp. z o.o.
Supporting Member of the Union of Polish Towns



What makes it worth becoming an event partner?

REACHING THE DECISION-MAKERS IN LOCAL GOVERNMENTS

Over 200 village heads, mayors and governors.

BUILDING PRESTIGE AND POSITIONING BRAND AWARENESS IN LOCAL GOVERNMENTS:

- Opportunity to present the offer as an exhibitor.
- Building direct relationships.
- Substantive participation in selected discussion panels.
- Including the partner's logo in marketing communication and during the event.

WIDE ADVERTISING AND PROMOTIONAL RANGE

Information about the Forum will be published on the Administration and Self-Government Service and on the website www.doradcasamorzadu.pl. The Forum obtains promotional support from environmental and substantive partners as well as from nationwide media.

IDEAL PLACE TO PRESENT YOUR OFFER:

- Presence of local government and business decision makers.
- An atmosphere conducive to talks in the lobby and a special artistic evening for all Forum participants and partners.





Planned topics of the 2nd Forum of Polish Towns:

- Waste management.
- Methods of external financing of current and property expenses - loans, bonds, and others
- Education management.
- School of the future.
- Industry 4.0, digitization of the office and cybersecurity.
- Smart City - IT tools for managing the city and its infrastructure and for releasing social energy.
- Collective transport, e-mobility and integrated solutions for mass communication.
- Urban heat and counteracting the SMOG phenomenon - technologies and investment financing tools.
- RES and thermal modernization.
- Energy efficiency, planning and management of energy consumption, including public lighting, control of energy consumption devices by local government units.
- Obligations of local government units in the field of whistleblower protection.
- Housing construction - municipal and social.
- Investments in infrastructure and public utility buildings.
- Sport and recreation in the commune.
- Public health.
- Small architecture.



BUSINESS PACKAGES:

SERVICE PROVISIONS	PACKAGES		
	PREMIUM	GOLDEN	SILVER
The title of the Strategic Partner of The Polish Towns Forum	■		
Speech by a representative of the Strategic Partner during the inaugural session	■		
Speech by a representative of the Strategic Partner during The Polish Towns Gala	■		
Logo on the wall of The Polish Towns Forum	■	■	■
Promotional stand in the selected expert zone / up to 6m2 /	■	■	
Guaranteeing the Partner the opportunity of taking patronage over the selected discussion panel	■	■	
Participation of a company representative in two selected, moderated discussion panels	■	■	
Opportunity to post the most important information about the debate (along with the Partner's marketing offer) in the form of a downloadable file on the website of The Polish Towns Forum	■	■	
Participation of a company representative in one selected, moderated thematic panel			■
Participation of up to 3 company representatives in all events accompanying the conference, including participation in The Polish Towns Gala	■	■	■
Placing the Partner's logo in the conference program	■	■	■
Opportunity of distribution of promotional materials in a place designated by the Organizer	■	■	■
Placing the Partner's logo in organizational e-mails to Forum Participants	■	■	

■ SERVICE PROVISIONS BY BIMONTHLY: GOVERNMENT AND ADMINISTRATIVE SERVICE:

SERVICE PROVISIONS	PACKAGES		
	PREMIUM	GOLDEN	SILVER
Color advertisement in SAS (one page)	■		
Discount for a color advertisement at any time (one page)	60%	50%	40%
Publication of a promotional article in SAS (one page)	■		
Discount on a promotional article in SAS at any time (one page)	60%	50%	40%
Including the partner's logo in the insert promoting the conference	■	■	■
Thanks to the Partners from the Editors along with the placement of the Partners' logo	■	■	■

■ GOVERNMENT AND ADMINISTRATIVE SERVICE PROVISIONS ON THE WEBSITE:

SERVICE PROVISIONS	PACKAGES		
	PREMIUM	GOLDEN	SILVER
Publication of an advertising banner on the portal	■		
Discount for the publication of an advertising banner on the portal at any time (14 days)	50%	40%	30%
Publication of a promotional article on the portal	■	■	
Discount on the publication of a promotional article on the portal at any time (14 days)	50%	40%	30%
Placing the logo in newsletters promoting the event	■	■	■
Including the graphic bar in the newsletter	2 times	1 time	
Discount for placing a graphic bar in the newsletter at any time	50%	40%	30%

■ PROVISIONS RELATED TO THE HOTEL SERVICE:

Single unpaid room / hotel rooms, overnight stay 21-22 September 2022.	3 rooms	2 rooms	1 room
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■ VALUE OF THE PACKAGE:

Net price	9397 €	4166 €	2261 €
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Report from the 1st Forum of Polish Towns

..... FACTUAL ABOUT THE CHALLENGES OF SMALL AND MEDIUM-SIZED TOWNS

16-17

**SEPTEMBER 2021
WARSAW**

**NOVOTEL WARSZAWA
CENTRUM**

★★★★★

■ Organizers:



■ Strategic Media Partners:



■ The 1st Forum of Polish Towns in numbers:

- 205 mayors, village heads and others representatives of local government units.
- 23 business partners.
- 5 substantive patronages.
- 3 ministers and over 5 other representatives of the government administration.
- 3 plenary sessions, 12 panels.
- Over 50 panelists and experts.

■ Plenary sessions

The representatives of the Strategic Business Partner and the government, as well as experts of substantive Patrons, spoke about the challenges of small and medium-sized towns in a matter-of-fact manner.



■ Panel discussions

During the 1st Forum of Polish Towns, experts and representatives of business partners discussed, among others, the following topics:

- The new EU budget perspective, the National Reconstruction Plan and the Polish Governmental Order Fund - goals, scope and forms of support for local government investments and what to remember to effectively use EU funds.
- Digital office - effective IT tools and sources of their financing. Waste management. Can it be cheaper and more effective?
- Public transport and mobility.
- The natural environment in terms of climate change. City heat, renewable energy, thermo-modernization. How to overcome SMOG? Government programs and good practices of world leaders. Economic development in small towns. The structure of enterprises. Labor market.
- Professional activity. Business environment institutions. Support programs.



Expo zone

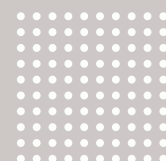
- Over 15 stands and hundreds of talks between business representatives and local government officials.





■ Conversations in the foyer

The lobbies of the 1st Polish Towns Forum turned out to be an excellent space for the exchange of opinions, experiences and business talks.



■ Interviews with guests

During the Polish Towns Forum we recorded interviews, incl. with a business partner, minister Waldemar Buda and several local government officials. We invite you to watch these conversations on our **YouTube** profile.



■ Polish Towns Gala

Great atmosphere, fun and an unforgettable performance by maestro Marcin Wyrostek.



Alfavox Company - Strategic Business Partner of the 1st Polish Towns Forum.

Alfavox is a pioneer on the Polish market in the area of digitization of customer service. Among other things, it implements a virtual assistant in the offices, whose task is to conduct talks with stakeholders.

The company had an exposed stand in the expo zone. Its experts participated in two thematic panels. The strategic partner was also actively promoted during the plenary sessions. The President of the Management Board of Alfavox, Mr. Michał Góra, had the opportunity to present the company during the inauguration of The Polish Towns Forum and in the speech opening The Polish Towns Gala.



How to create a modern office friendly to residents - explained Maciej Krajewski, representative of Aflavox, during an interesting presentation during the plenary session on the second day of the Forum.

Partners of The 1st Forum of Polish Towns

ORGANIZERS:



HONORARY PATRONAGE:



MEDIA PATRONAGE:



STRATEGIC BUSINESS PARTNER:



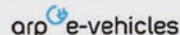
STRATEGIC MEDIA PARTNER:



PARTNER:



GOLDEN BUSINESS PARTNER:



BUSINESS PARTNER:



CONTENT-RELATED PATRONAGE:



Contact

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