

[culttechsummit.com](http://culttechsummit.com)



 culttech  
summit

Organized by  
CULTTECH  
ASSOCIATION

#CultTechSummit  
#CultTech

# CULTTECH SUMMIT MEDIAKIT



CULTTEC  
ASSOCIA



# FACTS & FIGURES 2024

**650**

participants

**34**

exhibitors

**89**

speakers

**35+**

countries

**25**

artists / performers

**38**

events (panels,  
debates, keynotes,  
artistic  
performances, etc.)

FIRST CULTTECH SUMMIT TOOK PLACE ON NOVEMBER 5-6,  
2024, IN ICONIC MUSEUMSQUARTIER, VIENNA



# Vision and Mission

The CultTech Summit acts as a unique platform where culture, business, technology, and creativity intersect to enable independent and accessible culture for all and drive the greater good of society.

The Summit showcases the full range of the CultTech phenomenon, from entrepreneurial ventures and investment opportunities to educational, experimental or artistic endeavors. Through talks, discussions, lectures, workshops, art exhibitions and performances, we amplify the voices of artists, decision-makers, innovators, educators, and scientists, produce actionable insights and give the CultTech community an opportunity to connect.





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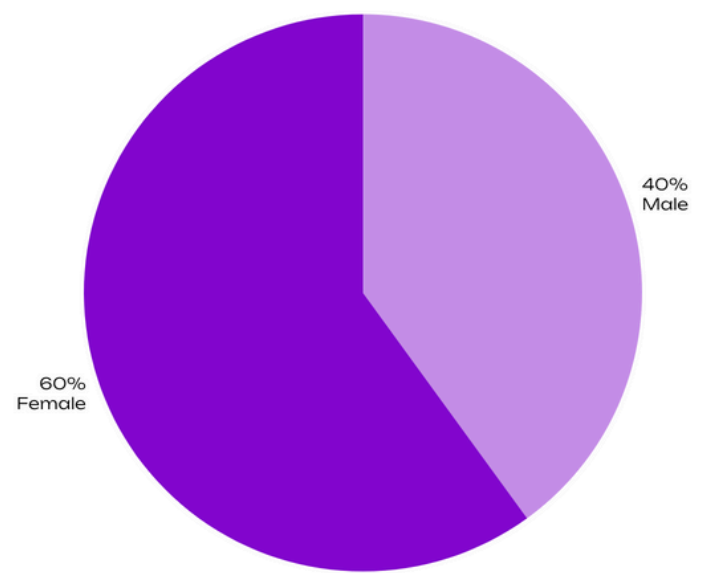
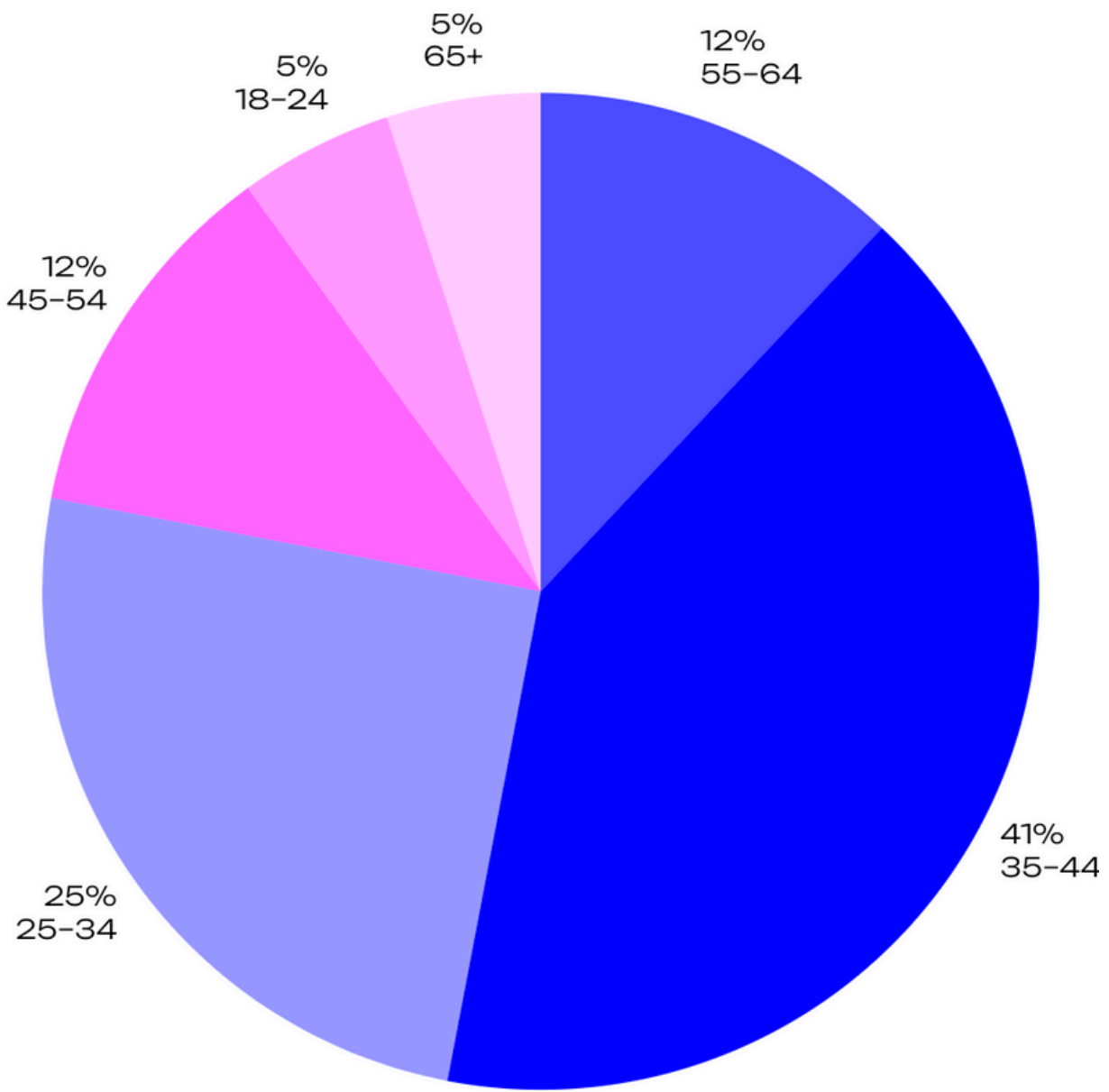


# Attendees' Age Groups and Gender

The CultTech Summit attracted a diverse audience.

The largest age group represented was individuals aged 35-44, comprising 41% of the audience, followed by the 25-34 age group at 25%.

This demographic breakdown highlights the Summit's appeal to mid-career professionals, reflecting a balanced mix of gender and a strong representation of professionals actively engaged in cultural, technological and business innovation.



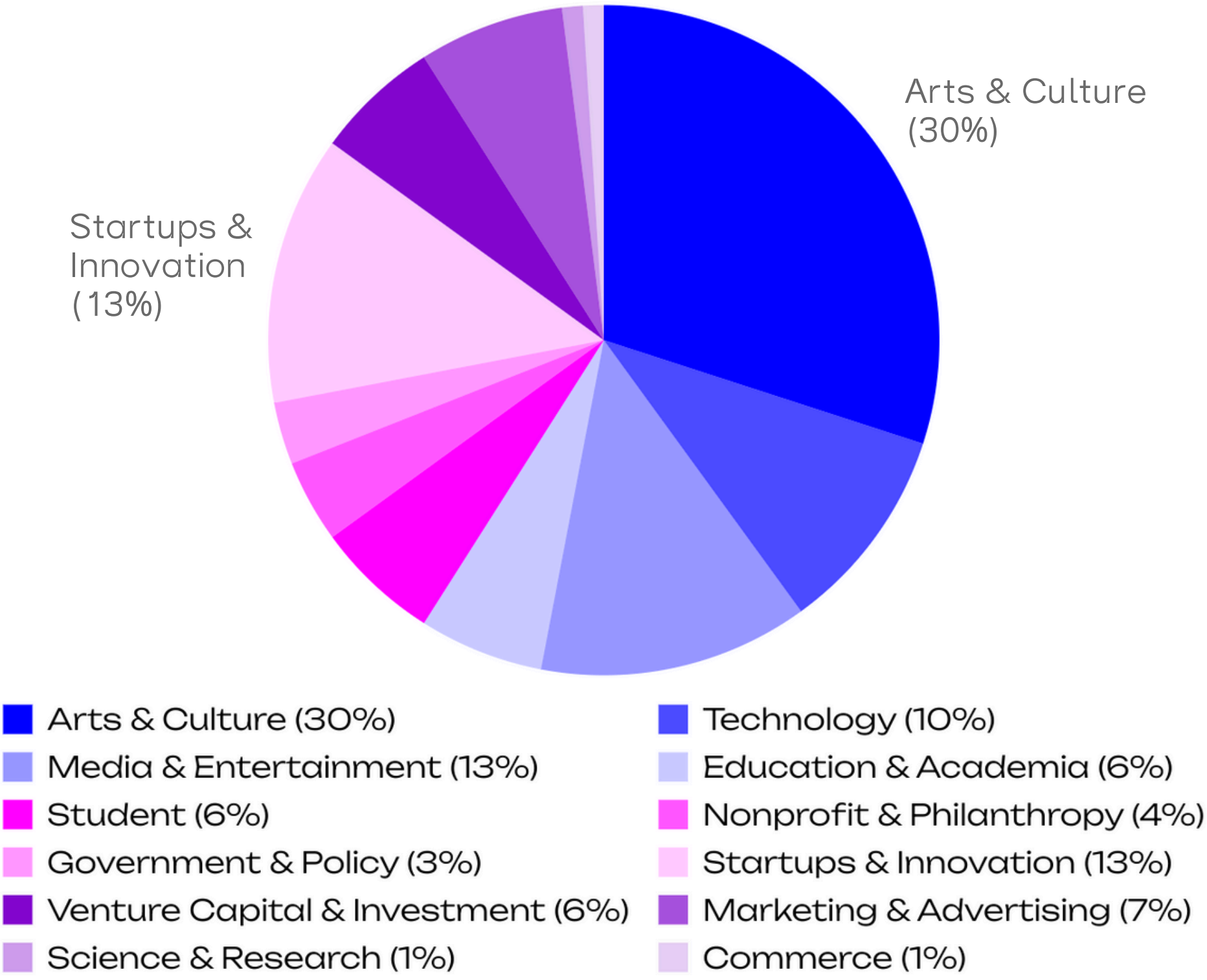


# Attendees' Professional Background

The CultTech Summit brought together professionals from a wide range of industries, fostering a truly interdisciplinary environment.

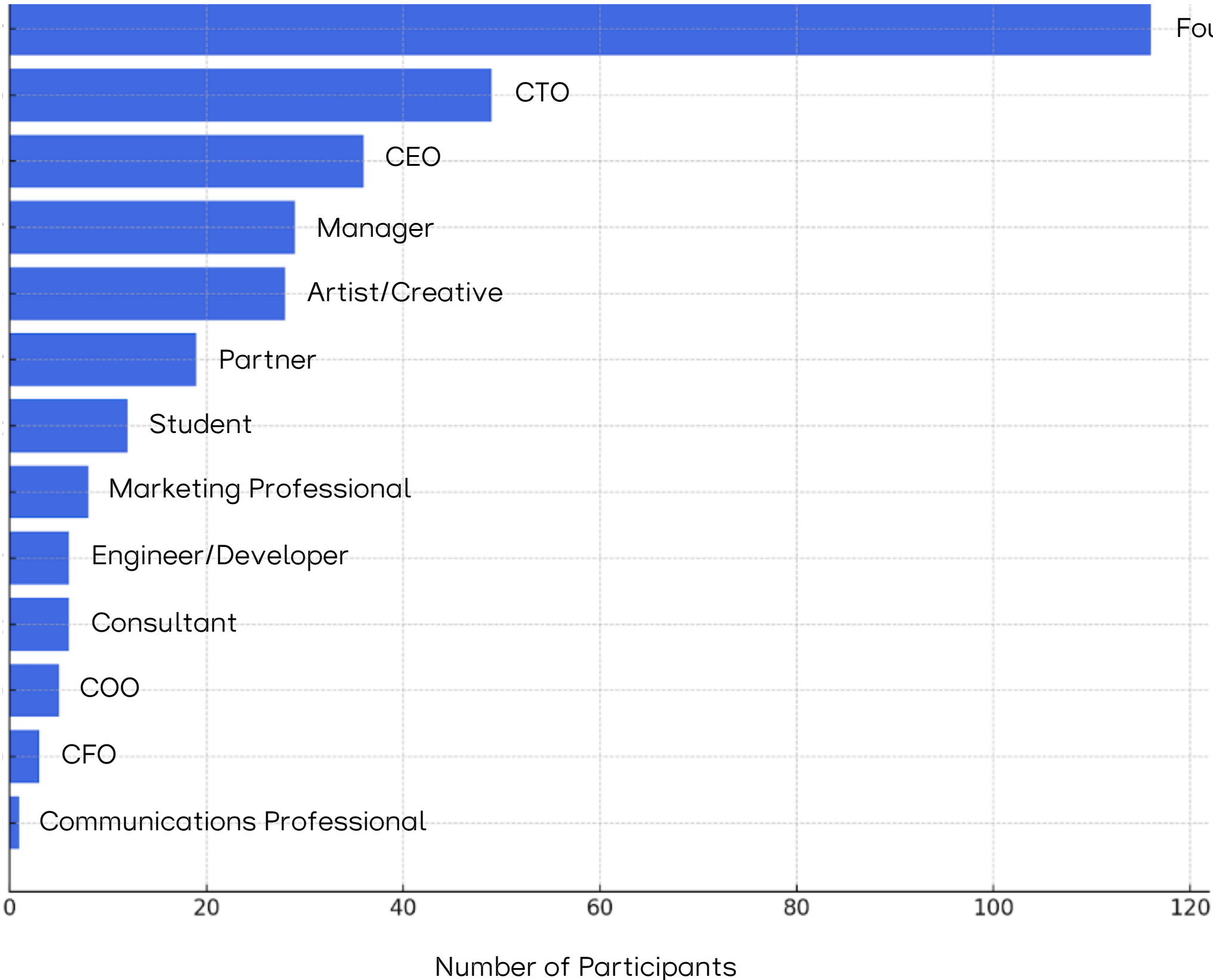
This diversity underscores the Summit's role as a hub for collaboration, innovation, and thought leadership across multiple fields, making it a dynamic platform for meaningful exchange.

\* Post event survey





# Attendees' Business Roles



The highest number of participants identified themselves as "Founder/Co-Founder," followed by "CTO" and "CEO." Other significant roles include "Manager" and "Artist/Creative."

Event attracted a strong entrepreneurial and leadership audience, with a focus on technology and creativity.

\* Post event survey







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summit



# Attendees' Engagement\*

All CultTech Summit participants were invited to engage and network online through the Talque app ahead of the event, fostering early connections and discussions.

With nearly 400 registered participants, the app became a dynamic hub for interaction, allowing attendees to explore the program, book sessions, and communicate seamlessly.

This proactive engagement resulted in 2,255 session bookings (an average of 5.7 per participant), alongside 2,839 chat messages and 13 average message interactions per participant, reflecting the Summit's success in cultivating a vibrant and interconnected community.

\* Event app data







**Over 70% of attendees feel deeply connected  
to the culttech community**

BASED ON POST-EVENT SURVEY DATA



# Professional Program Highlights\*

Attendees rated the CultTech Summit highly for innovation, speaker quality, and networking opportunities.

- **Innovation & Uniqueness (85%)**: The highest-rated aspect, emphasizing the event's fresh and cutting-edge approach.
- **Speaker Quality (80%)**: Strong satisfaction with the expertise and delivery of the speakers.
- **Networking Opportunities (75%)**: A vital strength, showcasing the Summit's role as a connector.
- **Relevant Topics (70%) and Startup Pitches (68%)**: Further solidifying the Summit's relevance and support for emerging ventures.

\* Post event survey





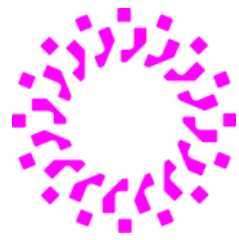
# SPEAKERS



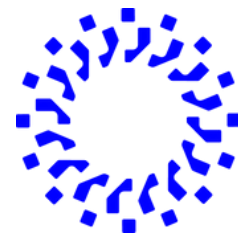


# Audience Favorites Across All Sessions

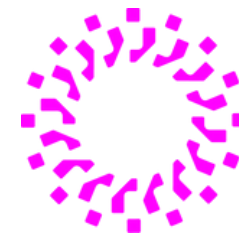
[full program 2024](#)



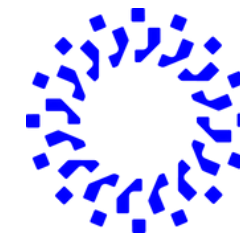
Monetizing Creativity:  
The Role of Finance in  
Arts & Culture



CultTech x Ars  
Electronica Award  
Presentation



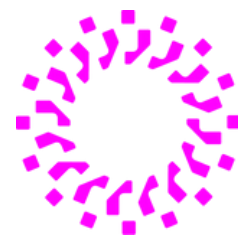
Navigating AI's  
Impact: The Evolution  
of EU Cultural Agenda  
and Regulations



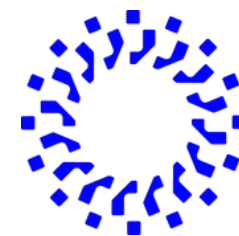
Investing in Culture  
and Creative Tech:  
Boosting the Economy  
and Elevating Society



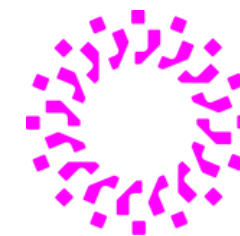
Making Culture  
Inclusive:  
Participation and  
Power for Social  
Innovation



CultTech Accelerator  
Demo Day:  
Technology  
Transforming Creative  
Productivity,  
Education &  
Experiences



Creativity  
(Re)imagined: The Role  
of AI in Modern  
Society



Connect, Collaborate,  
and Innovate:  
A Networking Session  
(Co-organized by  
Central European  
University)

\* event app data



# Events within the Summit



parties



artistic exhibitions



panels and debates



startup pitches



networking



culttech award



theatrical performances



# Attendees' Satisfaction

**75%**

are highly satisfied with overall event quality

**85%**

will recommend the event in the professional community

\* Post event survey









# Summit Ads and Comms Strong Campaign

**85%**

will recommend event in the professional community

**371%**

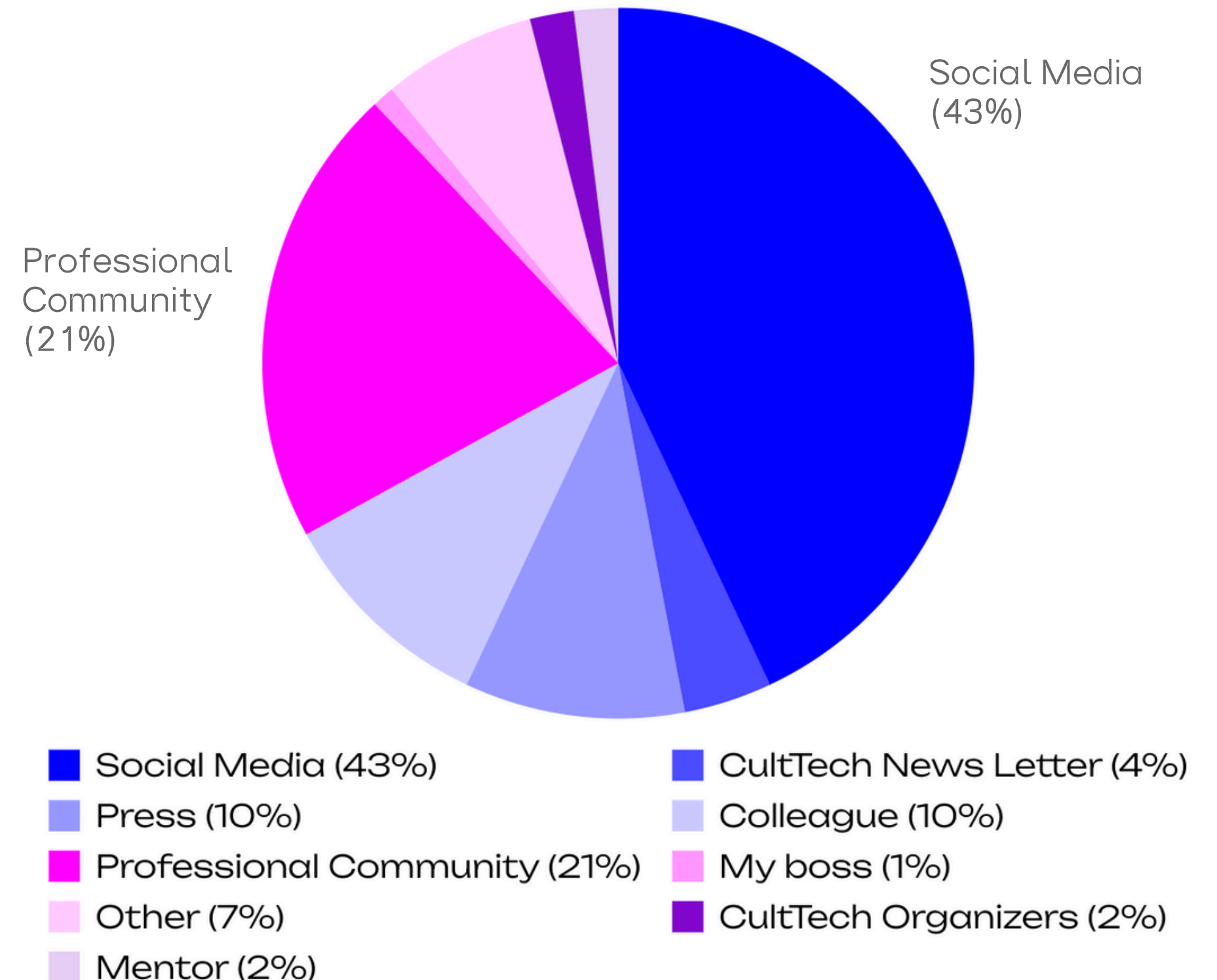
growth in new subscriptions of the Summit's newsletter

**35%**

of attendees learned about the CultTech Summit through word-of-mouth, highlighting the strong community engagement and organic reach of the event

Impressions	Reach	Website Visitors
1.9 M	623 K	10k

How did you hear about this event?





# Intensive Culttech Community Engagement is SoMe



## Jantine Derksen

Web3 / Blockchain



Looking forward hosting this panel on Web3 at the Culttech Summit in Vienna! 🗨️

The CultTech Summit is a unique event focused on the intersection of culture and technology. It brings together artists, cultural institutions, scientists, policymakers, startups, investors, and tech enthusiasts to explore how technology can empower modern art and creativity.



5-6 NOVEMBER  
VIENNA



## Assaf Reeb

Founder at XXII / Design + Innovation



Happy to share that I'll be speaking at the CultTech Summit in Vienna on 5-6 November!

Honored to join a brilliant line-up of industry leaders to explore how technology and culture are coming together to shape the future of society and the creative industries.



5-6 NOVEMBER  
VIENNA



## Gabriella Chihan Stanley

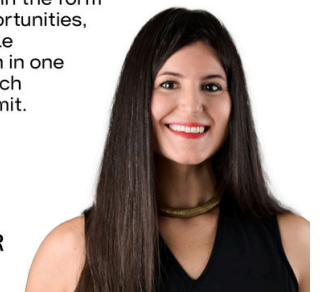
Top Creativity & Innovation Voice / Award-winning VR Director / SXSW Advisory Board Member / People Connector / AI-curious / Forbes Top 20 EU women founders / Mompreneur / gabsplaining creative tech since ... uff... 🤪



My daily work is an alchemy of #technology, #creativity, and human experience, and one of the few places where I can find all these three components in the form of inspiration, opportunities, and inspiring people to collaborate with in one place is the CultTech Association's Summit.



5-6 NOVEMBER  
VIENNA



## Hazel Savage

Board Member / Co-Founder of Musio / Currently VP, Music Intelligence at SoundCloud / ex-Shazam, Pandora & Universal / Angel



I don't think I have been to Vienna before, so excited for that! I'll be speaking at Cult Tech Summit 5-6 November in Vienna.

And great to catch up with my fellow panelists Uli Schmitz from Axel Springer, Oliver Holle from Speedinvest and Severin Zugmayer from New Renaissance Ventures to chat about investing in the creative and culture economies.





# Strong Media Coverage for the First Edition of the Summit

**Startup Insider**  
TRENDING TOPICS

**FALTER.at**  
ZEITUNG ESSEN & TRINKEN **EVENTS** KINturtur und Technologie in Wien

**funk tank** KUNST STIL DIALOG PERLEN

**Zukunftsvisionen am CultTech Summit**  
Der CultTech Summit hat am 5. und 6. November 2024 in Wien stattgefunden und wird an diesen Tagen zur Schaltzentrale der neuesten Zukunftsvisionen von 1983 über nachhaltige Innovationen bis hin zur Frage, was für die Kultur der Zukunft: die Kunst und die Digitalisierung werden für die Kultur in der Zukunft sein. Kultur ist ein zentraler Bestandteil der Zukunftsvisionen der Kulturschaffenden und wird in Zukunft ein wichtiger Bestandteil der Kultur sein. Der CultTech Summit ist ein wichtiger Bestandteil der Kultur in der Zukunft.

**Successful world premiere for the first global summit for culture and technology in Vienna**  
12. November 2024

**Blick über den Tellerrand**  
Ein gelungener Brückenschlag zwischen Kultur und Technologie in Wien  
Kultur: Wie dieser unsere Zukunft beim ersten internationalen mit reger Teilnehmerschaft Technologie und Wirtschaft

**KURIER**  
FACTS & FIGURES  
Die europäische Non-Profit-Organisation CultTech Association mit 22 in 18 Ländern und 200 Mitgliedern

**Ein Renoir auf dem Klo? So einfach geht das**  
Technologie. Wie Künstliche Intelligenz und TikTok Museen helfen sollen

**Culttech Summit (5. und 6.11.; Konferenz)**  
Erstmals findet die Culttech Konferenz im Wiener Museumsquartier internationale und heimische Speaker:innen aus der Kultur vor innovative Gespräche und perspektivische Diskussionen zu f

**Lynx x CultTech Summit**

**Die Briefe des W**  
Einblicke in die Entstehung  
Ausstellung. Liverpool hat ein Beatles-Museum, Stockholm ein Abba-Museum und Wien hat Johann Strauss ist die Antwort der Macher eines neuen Museums nahe der Secession. „Johann Strauss – New Dimensions“ kann ab heute, Donnerstag, besucht werden. Auf rund 900 Quadratmetern in zwei Geschossen wird in sieben „Akten“ Leben und Karriere des Walzerkönigs erzählt. Das beginnt 1825 nicht nur mit dessen Geburt, sondern auch mit dem Wirken von Johann Strauss Vater. Es geht um den erstaunlichen internationalen Erfolg von Johann Strauss in Russland, bei der Weltausstellung in Paris und um Nordamerikaturneen, um die Frauen seines

**GLAMOUR SHOP**  
GLAMOUR BOOK

**Ars Electronica**  
69.616 „Gefällt mir“-An

**MOAKO DAFO**  
PROPER LOVE  
unteres belvedere





**A dynamic multinational team with rich and diverse expertise spanning culture, technology, business, investment, and beyond**






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**Samantha Peña**

Startups' Demo Day



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