

Journée  
**agile**  
2024



Sponsorship

# Table of Contents

Introduction \_\_\_\_\_ 3

The « Journée Agile » in a Few Numbers \_\_\_\_\_ 4

Key Highlights Of the Day \_\_\_\_\_ 6

A More Eco-Responsible event \_\_\_\_\_ 7

Our Sponsors Over the Years \_\_\_\_\_ 8

The 2024 Edition \_\_\_\_\_ 9

Budget and Costs \_\_\_\_\_ 10

Offer Rates \_\_\_\_\_ 11

Offer Details \_\_\_\_\_ 12

Organising Team \_\_\_\_\_ 15

Event Location \_\_\_\_\_ 15

Contact \_\_\_\_\_ 15



# Introduction



Hotel Van der Valk – Nivelles Sud



June 7, 2024



In 2010, the DotNethub / AgileHub association decided to create a community event to share knowledge about agile approaches.

Since 2014, the organisation has been taken over by [Pyxis](#)

**Our Focus** for nearly 15 years: make the event as accessible as possible to the widest audience without compromising quality.

The « Journée Agile » has become the largest event in Belgium about agility.

**At the heart of the discussions :**

- Agile approaches in the broad sense (Scrum, XP, ...)
- Agile mindset
- Collaborative management
- Leadership
- or about Personal development

In 2024, the 17th edition of Agile Day will take place on Friday, June 7, at the Van der Valk Hotel in Nivelles.

We count on you - whether you've been supporting us from the beginning or are new partners - to make this day an exceptional event!

# The « Journée Agile » in a Few Numbers

**10**  
countries

Over the years, the « Journée Agile » has gained international recognition and welcomes speakers from Belgium and other countries, including France, Luxembourg, Switzerland, Tunisia, Canada, the Netherlands, India, the United States, and the Czech Republic.

Since 2019, the Agile Day has also been exported to Switzerland.

**+ 160**  
speakers

We have welcomed more than 160 speakers from all walks of life: professional speakers, entrepreneurs, agile coaches, scrum masters, product owners, testers, etc.

At each edition, we welcome around 30 speakers, who are divided into 4 parallel rooms, for more than 20 sessions throughout the day.



# The « Journée Agile » in a Few Numbers

+  
**3.000**  
attendees

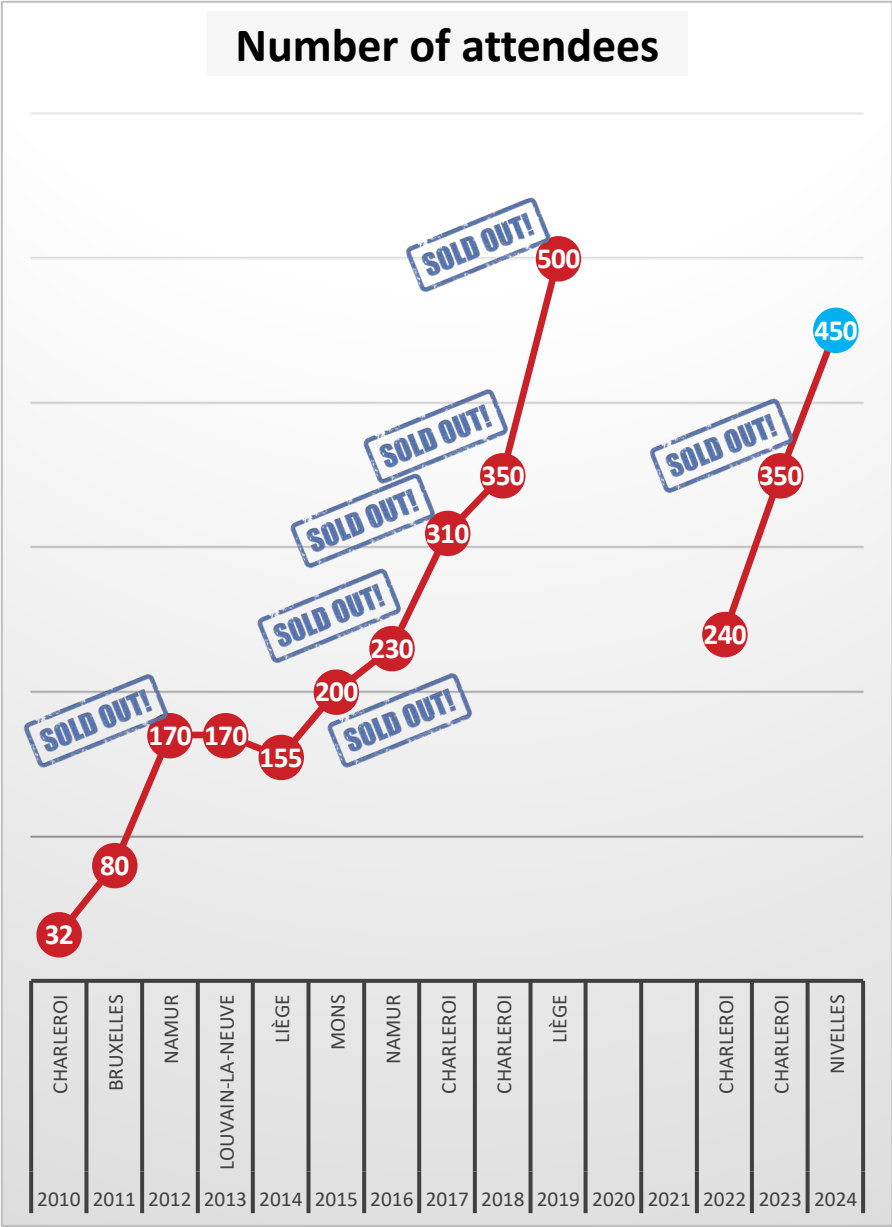
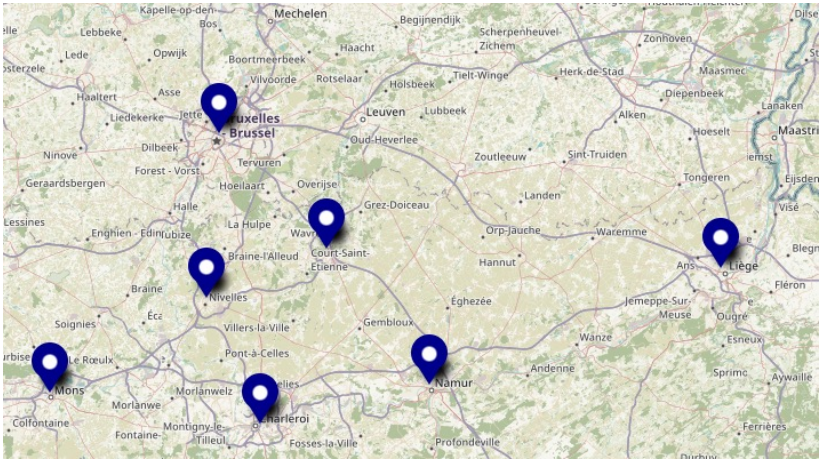
Over 16 editions, the « Journée Agile » has welcomed more than 3,000 attendees at 7 different locations in Wallonia and Brussels.

The « Journée Agile » has been growing steadily since its creation. In 2019, the event attracted 500 attendees, which led us to find larger venues each year.

During the COVID-19 pandemic, the « Journée Agile » was converted to a digital format. The Agile Studios, which were held between September 2020 and February 2023, attracted more than 600 attendees.

In 2022, the « Journée Agile » returned to its in-person format and continued to grow, to the delight of attendees and organisers alike.

**7**  
cities



# Key Highlights Of the Day

Established in 2010, the « Journée Agile » has captured the interest of an increasingly diverse audience over its editions.

Starting with a gathering of around thirty individuals in Charleroi for its inaugural edition in 2010 and subsequently making stops in major cities across Wallonia—such as Liège, Mons, Louvain-la-Neuve, Brussels, and Namur—the event is anticipating over 450 attendees this year.

Crucially, while open to everyone, this event brings together influential individuals at all levels from more than 80 different companies (e.g., BNP Paribas, AXA, SONACA, Thales, Federale Assurances, Forem, Lampiris, SWIFT, VOO, ORES, RTBF, RTL, Ingenico, Immoweb, Croix-Rouge, D'ieteren...).

## Keynotes :

- In 2013, **François Beauregard** (Canada) shared his experience as an entrepreneur, discussing the challenges of "Being a Boss in a Company that Doesn't Want a Boss. »
- In 2014, **Jurgen Appelo** (Netherlands / Belgium) delivered a keynote in English on the theme "Management 3.0 - The Leadership Crisis."
- In 2015, **Laurence Vanhée** (Belgium), named HR Manager of the Year 2012, presented her vision of "Happiness at Work."
- In 2016, **Steffan Surdek** (Canada), author of the book "A Practical Guide to Distributed Scrum," talked about the "Silent Leadership Crisis."
- In 2017, **Marie-Christine Legault** (Canada) discussed Agile Marketing - a new business reality.
- In 2018, **Jean Trudel, Lisa Norton, Geoff Fitch et Tom Murray** (Canada and the United States) introduced an innovative concept: Participative Agility.
- In 2019, **Claude Aubry** (France), author of the books "Scrum" and "The Art of Becoming an Agile Team," warned us about the pitfalls of Fake Agile.
- In 2022, **Jurgen Appelo** (Netherlands / Belgium) returned as a keynote speaker to share his new challenges and the UnFix model.
- In 2023, **Thomas Gibot** (Switzerland) taught us that "Achieving Your Dreams is a Skill! »

For 2024, we are inviting an international speaker and author, but the details remain a secret!

# A More Eco-Responsible event



Transportation, Catering, Goodies, ... Such an event inevitably has a significant impact on the environment.



Since 2020, we have been committed to the environment, choosing – when possible – partners with a more eco-friendly and local approach.

In 2023, we organized an Agile Studio in partnership with the ISIT (Institute of Sustainable IT) focusing on the theme of Green IT.

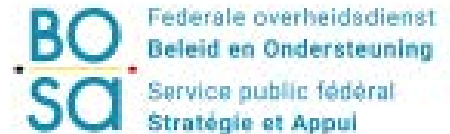
In 2022, we decided to plant trees through recognized partners. A small contribution on our part that we aim to expand in the coming years!

**Help us make it even more significant!**

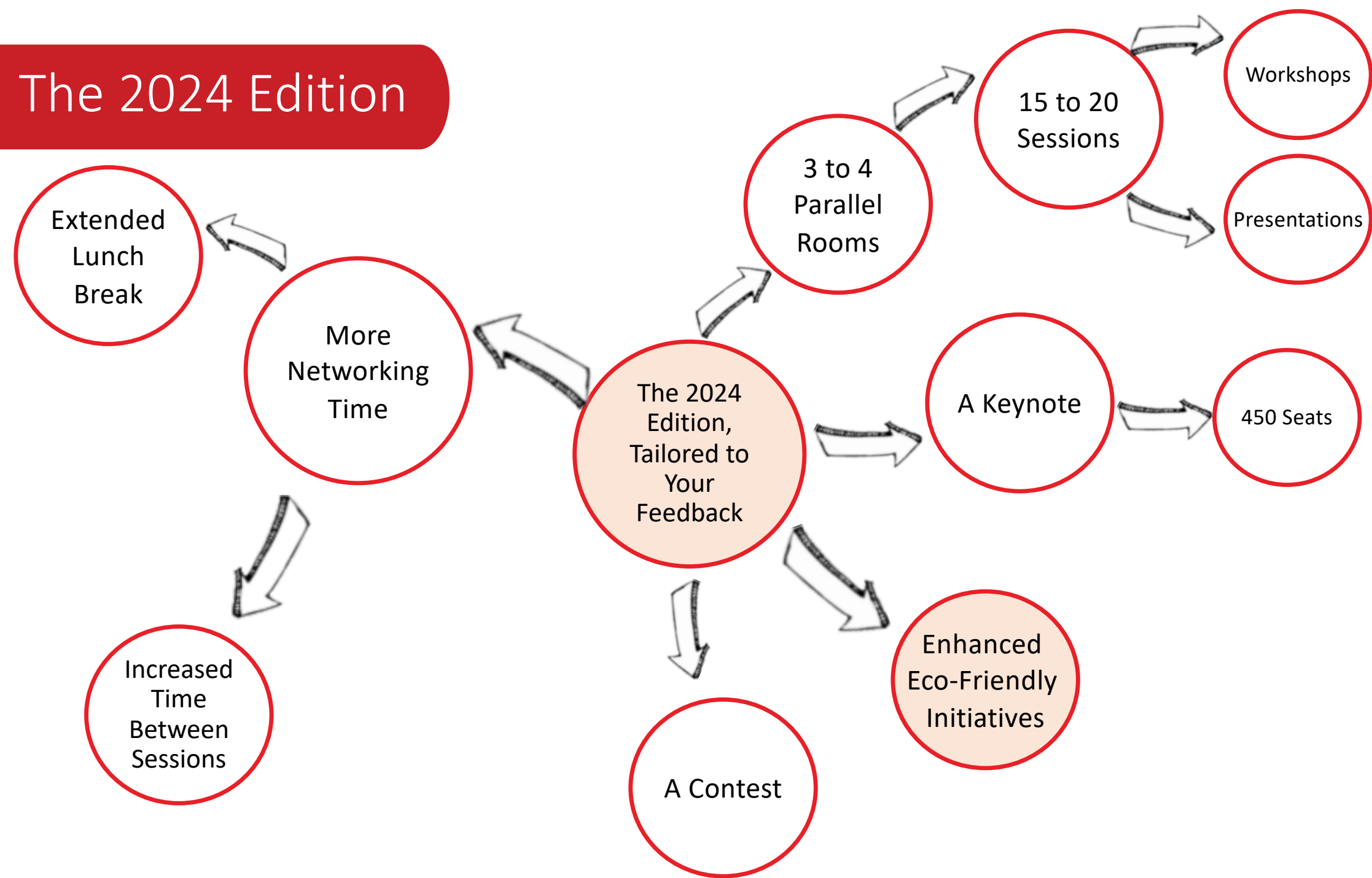


tree-nation

# Our Sponsors Over the Years



# The 2024 Edition



# Budget and Costs

Description		
Rooms	15%	Room Rental for Conferences
Catering	50%	Catering (Welcome, Lunch, Closing Cocktail)
Speakers	10%	Keynote Speaker Fees (and potential assistance to speakers)
Gifts	10%	Merchandising (identification and souvenir goodies for participants)
Participant Welcome	5%	Participant Reception
Marketing	5%	Event Promotion

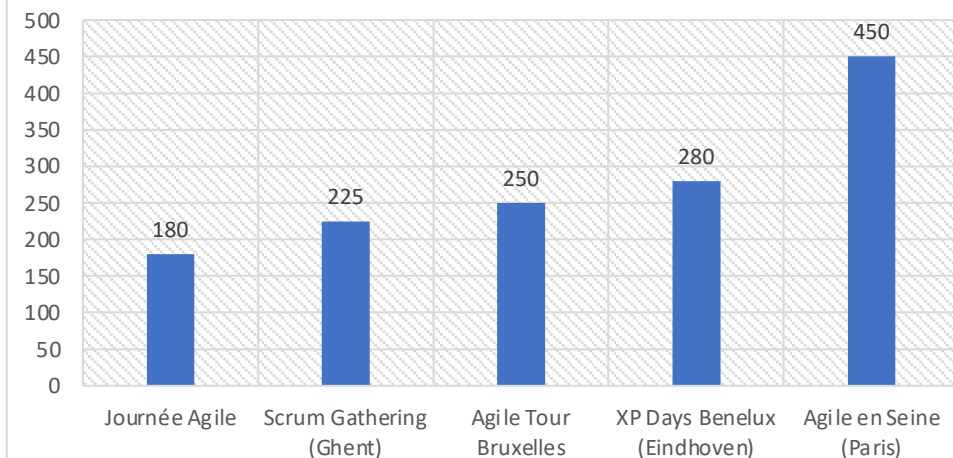


Despite the rampant inflation, we strive to maintain the most affordable prices possible for our participants, making it accessible to as many individuals and companies as possible.

**This approach has allowed us to remain the most accessible agile event over the years!**

The contributions from various sponsor companies enable us to fund our cost items as indicated above.

Average Ticket Price\*



\* For events spanning 2 days, we have calculated a daily rate for comparability.

# Offer Rates



Vérifier dans les pages suivantes le détail de chacune de nos offres, et les conditions spécifiques qui y sont relatives.

		Bronze	Silver	Gold	Platinum	
		1.000 €	3.000 €	5.000 €	7.500 €	
	Individual acknowledgment during the event	✓	✓	✓	✓	All prices are excluding VAT
	Logo on the website + social media publication	✓	✓	✓	✓	
	Logo in the « Journée Agile » mobile application		✓	✓	✓	
	Goodies to be distributed in the visitor's bag		✓	✓	✓	
	Participation in a prize presentation for a contest		✓	✓	✓	
	Free entries		2	4	8	
	10% discount on all your entries (excluding Early Bird)		✓	✓	✓	
	Booth in the sponsor area*		+1.500€	3m <sup>2</sup>	6m <sup>2</sup>	
	Logo on the bag distributed to attendees			✓	✓	
	Logo on digital display			✓	✓	
	Integrated advertisement in a newsletter			✓	✓	
	Continuous digital display of a video or animation			+500€	✓	
	Logo on participants' badges			+500€	✓	
	Logo on one of the « Journée Agile » activities			+500€	✓	
	2-minute speaking slot			Closing	Opening	
	Sponsored conference (limited slots)			+1.000€	✓	
	Presentation of your exclusive offer on the website				✓	
	Recording of a podcast				✓	

# Offer Details – Part 1



## Sponsor Recognition

You are highlighted during the event, either during introductory or closing sessions.



## Logo on the Website + Social Media Publication

Your logo will be displayed on our website [www.journeeagile.be](http://www.journeeagile.be) and will also be featured in a special acknowledgment post on social media.



## Logo in the « Journée Agile » Mobile Application

For environmental reasons, we no longer distribute paper booklets to participants, but a mobile application (iOS and Android) is provided, featuring the day's schedule. Your logo is prominently featured in the application.



## Goodies to be Distributed in the Visitor's Bag

You can request to include up to 2 goodies in the bag received by participants.

*The production of goodies is at your expense. You must send us the goodies at least 24 hours in advance for them to be placed in the bag. Otherwise, you can make them available at your stand if you have one.*



## Participation in a Prize Presentation for a Contest

A contest is organized at the end of the day. You have the opportunity to provide one of the prizes to be distributed to participants. You will then be honored during this contest.



## Free Entries

You receive complimentary entries.  
Invite your clients and partners!

*You are responsible for your registrations, including for the complimentary entries. You will receive a special code to use these free slots. NOTE: each person at the stand must have their own entry ticket (free or at a reduced rate)*



## 10% Discount on All Your Entries

Benefit from a reduced rate on all your entries.  
Take advantage of this to invite your clients, employees, and partners!

*Offer NOT VALID on "Early Bird" rates. You are responsible for your registrations. You will receive a special code to use this discounted rate.*

# Offer Details – Part 2



## Stand in the Sponsor Space

Welcome participants at your own stand!

*We provide you with a table and a power supply if needed. You can arrange the space according to your needs (roll-up banners, goodies, etc.). \*The size of your space (3m<sup>2</sup> or 6m<sup>2</sup>) depends on your sponsorship package. You can also upgrade from a 3m<sup>2</sup> to a 6m<sup>2</sup> space for an additional fee of €1,000.*



## Logo on the Bag Distributed to Participants

Each participant receives a bag (reusable and eco-friendly) with your logo printed on it.

*You are responsible for providing a printable quality logo. Offer valid only if your sponsorship is confirmed early enough, before bag orders, approximately 1 month before the start of the conference. Otherwise, no refund is provided.*



## Logo on Digital Display

Screens will be present within the conference venue, displaying your logo at regular intervals.

*You are responsible for providing a printable quality logo at least one week before the start of the conference.*



## Integrated Advertisement in a Newsletter

Leading up to the event, newsletters will be sent to all our previous participants. You will have the opportunity to insert a brief text (with your logo) in one of them, showcasing your company.

*The offer depends on our communication publication schedule. No unplanned / unscheduled communication will be sent on an exceptional basis. You are responsible for providing the corresponding text, with our validation to ensure communication consistency*



## Video or Animation on Continuous Digital Display

You can request to display a video on the screens at the conference venue.

*Maximum 1-minute video. You are responsible for providing the corresponding video. Offer valid only if your sponsorship is confirmed early enough to integrate the video.*



## Logo on Participants' Badges

Your logo is featured on the badge worn by each participant/speaker

# Offer Details — Part 3



## Logo on one of the « Journée Agile » activities

We are planning activities to ensure participants have an unforgettable day, such as a photo booth. Your logo is a part of it!

*We cannot guarantee this offer yet as it will depend on the activity/activities chosen for the day.*



## 2-minute Speaking Slot

You have a 2-minute slot during the opening or closing plenary session (depending on your sponsorship) to present your company.



## Sponsored Conference

Do you want a dedicated conference during the event? This option is tailored for you!

*This 50-minute conference will be labeled as a "Sponsored Session" in the program..*

*It cannot be purely commercial and must align with the theme of Agile Day; otherwise, it may be rejected by the organizing team. The team must receive the theme and summary at least 1 month before the event.*

*Please note, the number of slots is limited—first come, first served!*

*You still have the option to propose other sessions via the call for speakers.*



## Presentation of Your Exclusive Offer on the Website

On the Agile Day website, you have the opportunity to publish an article showcasing and highlighting your business offering.



## Recording a Podcast

Want to spotlight your activities and company? Record a podcast to be broadcasted to our 3,000 listeners!

*Podcast duration between 15 and 30 minutes max. We are responsible for recording, conducting the interview, and broadcasting the episode on our channel.*

*Want to go further? Exploit the soundtrack? Record more episodes? Create your own podcast? Learn about podcast creation and operation? Contact us! Specific offers can be made in this regard.*

# Organising Team



The « **Journée Agile** » **Community**, supported by Pyxis Belgium, is a volunteer community with the aim of disseminating the values, knowledge, and skills of agility, collaborative management, and new ways of running a business in French-speaking Belgium.

## Contact

ORGANIZERS :

Norman Deschauer & Pierre-Emmanuel Dautreppe

[ndeschauer@pyxis-belgique.be](mailto:ndeschauer@pyxis-belgique.be)

[peditreppe@pyxis-belgique.be](mailto:peditreppe@pyxis-belgique.be)

If you wish to be a sponsor :

Email: [sponsor@journeeagile.be](mailto:sponsor@journeeagile.be)

If you wish to propose a session (speaker) :

Email: [speaker@journeeagile.be](mailto:speaker@journeeagile.be)

If you want to join the organizing team :

Email : [volontaire@journeeagile.be](mailto:volontaire@journeeagile.be)

<https://www.journeeagile.be>

## Event Location

**Hôtel Van der Valk Nivelles Sud**

Chaussée de Mons, 22

1400 Nivelles

<https://www.hotelnivellessud.be/>