

SAVE THE DATE

Silver Eco[®]
▶ International Festival

10-13 december 2020

**Palais des Festivals
Cannes - France**

PRESENTATION

SilverEco[®]
▶ International Festival

**The World's Rendez-vous
for Silver Economy
and Ageing Well**

SilverEco 2020 Awards



The most important event of the sector

On the 10th of December 2020, within the expo forum, nominees introduce their projects before the jury and the Trophies are awarded in the evening

SilverEco & Ageing Well international awards

A group of four people (three men and one woman) are posing together, holding awards and certificates. They are all smiling and making celebratory hand gestures. The background features a large banner with the text 'Ageing Well International Awards' and the SilverEco logo. The man on the far left is holding a certificate and a trophy. The man next to him is holding a certificate and a trophy. The woman in the center is holding a certificate and a trophy. The man on the far right is holding a certificate and a trophy. The background also features the SilverEco logo and the text 'Ageing Well International Awards'.

After the Tokyo edition in 2019
2020 nominees of Ageing Well International Trophies are invited
to Cannes (France)

A Jury of experts



An International Jury
composed of experts

THE great gala Ceremony of the Silver Economy

Awards ceremony

Inside the prestigious Palais des Festivals de Cannes
Round-table meeting / panel discussion

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The B2C Festival

A photograph of three people floating on their backs in a swimming pool. The water is a vibrant blue. In the background, a person with a red swim cap is visible. In the foreground, a man with a grey beard and red sunglasses is smiling, and a woman with purple sunglasses is also smiling. The scene is bright and cheerful.

Saturday 12 and Sunday 13 of December 2020

Many B2C events, celebrating the longevity society, the Ageing Well and Intergenerational

The B2B Festival

SilverEco market place : 10th and 11th of December 2020

Business meetings, speed meetings, networking

Meet your clients and prospects, form yourself and learn

Who's participating ?

Startups / International groups / Small businesses / Social medical professionals / Retirement homes / International experts from the sector / Political guests / Investors / Journalists / and of course, Seniors

To Promote, Test, Discover

KNOWLEDGE MANAGEMENT

BENCHMARKING



Exchange of good practices
Discover talents from today and tomorrow
Promote new offers and services
Celebrate Ageing Well

DATA MINING

DATA VISUALIZATION

MEASUREMENT ANALYSIS

REPORTING

COLLABORATION PLATFORM



To test your products and services "live"

SilverEco Lab / Seniors Lab
WorkShops and Creative WorkShops : co-conception, imagining,
sharing

Conviviality

A photograph of two women smiling and taking a selfie with a smartphone. The woman on the left has short reddish-brown hair and is wearing a dark top. The woman on the right has long brown hair and is also wearing a dark top. They are both smiling broadly. In the background, there is a blurred banner with large letters, including 'NA' and 'EC'. A red semi-transparent bar is at the top of the image, and a grey semi-transparent bar is at the bottom.

A convivial and festive dynamic to build durable commercial relationships
Cocktail VIP after the Awards Ceremony

A Festival with many events



Expo area with « HUB » Expo
Guests events : Create your event inside the Festival

An avant-garde approach

Surprises / Happenings
Cocktail Expo Networking



International Guests


Many international experts are invited
International Market Place

A low-angle, upward-looking shot of the Eiffel Tower at night. The tower's intricate lattice structure is illuminated with warm, golden-yellow lights, creating a glowing effect against the dark blue twilight sky. The perspective makes the tower appear to converge towards the top of the frame.

Study Tour SilverEco « Made in France »

Silver Economy Study Tour during 4 to 5 days for the stakeholders and decision makers from abroad

A massive communciation plan



Large media plan on-line / off-line, media partners, press agencies
Visibility campaign on the event web site and SilverEco.org
Direct marketing, +1,000,000 emails, live videos, social media, podcasts

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Attend the B2B Festival

10th and 11th of December 2020

- Contact us

Apply for the International Awards

- Contact us

Attend the B2C Festival

12th and 13th of December 2020

- Free participation

Assist the Awards Ceremony

- Free participation

From Start Pack to Platinum Pack

- Expo area including reception counters, roll-ups... (full equipped stand, delivered, assembled, ready to us without any logistic)
- Pass Access to the B2B Festival (Business Meetings, Speed Meetings, Forum, VIP Cocktail)
- Your Partner logo (web, emailings, official catalog...)
- Advertising ½ or full page on the official catalog event
- Dedicated news on SilverEco.org
- Press release in the online press kit
- Jury member
- Expert panel discussion
- Video interview

> Contact us : <http://www.silvereco.org/festival/en/contact-us/>

Silver Eco[®]



The previous edition in Paris :
<https://youtu.be/IUTVkwoT2uY>