



IDW

International Data Week
Salzburg 2021

A FESTIVAL OF DATA



1. Host Organisation & Partnership

The University of Salzburg (PLUS) is the **leading institution of higher education and research** in Salzburg. It has around 17,000 students who pursue Bachelor, Master, or PhD degrees at programs offered by about 30 departments organised in four faculties. One of these faculties is the Faculty of Natural Sciences whose core parts are the technological sciences and the life sciences. The former is constituted by the units **Geoinformatics, Computer Science, Data Science, Human Computer Interaction**, Chemistry - Physics - Material Sciences which in recent years have been strategically concentrated in the Science City Itzling in Salzburg's Northern neighbourhoods. Several interdisciplinary initiatives have been developed, among these **the first Austrian degree programs in Data Science**, Human Computer Interaction, as well as Digitization - Innovation - Society.
www.uni-salzburg.at

The Salzburg Data Science Initiative **was the first at an Austrian university**, with Master's and PhD programs running since 2016. It has started as a joint effort of research groups in Statistics and Computer Science, as well as more than a half dozen other areas contributing core material (ethics, data quality, law, communication, etc.) or application fields (bio-

informatics, geoinformatics, etc.). The program **cooperates with almost 30 enterprises in the Salzburg area**, and its core faculty have a worldwide scientific network covering all continents.

datascience.sbg.ac.at

The Department of Geoinformatics - Z_GIS at the University of Salzburg is an interdisciplinary **Centre of Competence for Geoinformatics** and **geospatial** data management, integrating basic and applied research with graduate education and outreach activities. By applying innovative spatial concepts and methodologies, we are contributing to the management of our societies, businesses and environments. As an Interfaculty Department, we develop geospatial competences across disciplines, offering graduate study programmes in residential as well as distance learning modes. Our **global network of partners** from academia and industry serves as a strong platform for joint research and exchange of students and faculty - supporting the **worldwide geospatial community** and fostering awareness of the spatial dimension of social and natural phenomena.

www.zgis.at | zgis@sbg.ac.at | twitter: @Z_GIS1



Local Host Committee (from left to right): Dr. Bernhard Zagel (PLUS, Z_GIS), Barbara Schwaiger (Salzburg Congress), Elisabeth Kassanits-Pfoess (Salzburg Convention Bureau), Prof. Arne Bathke (PLUS, Data Science), Prof. Josef Strobl (PLUS, Z_GIS)

Lead Academic Contact



Prof. Arne Bathke

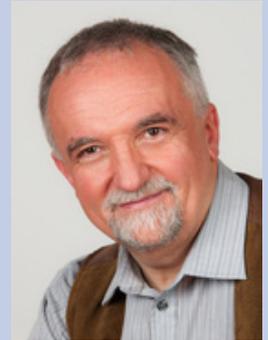
Arne Bathke is professor of statistics and Dean of the Faculty of Natural Sciences at the University of Salzburg, Austria. After obtaining his academic degrees from Göttingen University, he worked at the University of Kentucky where he founded the Applied Statistics Laboratory, an on-campus consulting and statistical collaboration unit. At Salzburg, he initiated the first Austrian Data Science Master's curriculum, which runs since 2016 and currently has more than 100 students.

His methodological research is mostly in nonparametric statistics, inference for multivariate data, and asymptotics. He has also been collaborating with colleagues from computer science, education, biology, agriculture and plant sciences, medicine, and other fields. He has received several awards, including for teaching and for civil engagement, and has recently been elected president of IBS-ROeS. In addition, he will assume the role of executive editor of the Biometrical Journal in January 2020.

Further details: <http://bathke.sbg.ac.at>

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Prof. Josef Strobl



Josef Strobl is professor and head of the Interfaculty Department of Geoinformatics - Z_GIS at the University of Salzburg, Austria. He holds Geography degrees from the University of Vienna and has developed research initiatives in terrain analysis, spatial data infrastructures and spatial simulation. Based on international curriculum development experience he leads graduate programs in Geoinformatics as well as the UNIGIS network of transnational distance education programs (www.unigis.net). He is a member of the EUROGI Executive Committee and serves on the boards of numerous other international associations. Josef Strobl has established the Research Studio 'iSpace' within the Research Studios Austria GmbH, and as a full member of the Austrian Academy of Sciences (ÖAW) chairs the ÖAW Commission for Geographic Information Science. As the founder of the annual AGIT / GI_Forum Geoinformatics symposia he always looks forward to meeting friends and colleagues at these and other events!

Further details: <http://jstrobl.zgis.net>

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1.1. Capacity for hosting and promoting a major international event

The City of Salzburg and Salzburg Congress have a wide expertise in hosting scientific conferences. The success of past events proves the **excellent partnership with the University of Salzburg**.

Z_GIS and Data Science Salzburg have had **strong experience in organising conferences** for many years: the biggest scientific conferences at the University of Salzburg are the German language conference on Applied Geoinformatics – AGIT, and its international counterpart, the GI_Forum, which runs concurrently. The two symposia share the innovative AGIT EXPO exhibition and stimulating social events and have

been organised by a **local conference team for more than 30 years**. The GI_Week attracts an international GIScience audience (1000+) with the goal of promoting interest in translating theory, methods and techniques into a broad range of geoinformatics application domains. Young researchers are especially invited to contribute and discuss their findings. Together with established scientists, they will find a vibrant community from academia, business, and education ready to embrace new ideas and explore new research directions. www.agit.at | www.gi-forum.org

Recently, Salzburg Congress and the University of Salzburg were privileged to host the European Cycling Summit 2018 and the International Society for Ecological Modelling Global Conference 2019.

www.cyclingsummit2018.at

www.elsevier.com/events/conferences/international-society-forecological-modelling-global-conference

Salzburg references for conferences of a similar size:

Name	delegates	presentations	exhibitors	poster boards
AGIT 2019	1,000 +	250	50	60
SIMSTAT 2019	200	70	2	
ECTS 2017	900	302	15	116
ESDR 2017	1,200	261	15	522
ESPNIC 2019	900	302	15	116

1.2. Strong Partnership of Organisation

The University of Salzburg and Z_GIS are closely working with the GI technologies and geospatial data industries as well as within various domain associations and academic networks, in order to participate in innovation, promote new concepts

and techniques emerging from the discipline, validate these in different application contexts and to foster and maintain high standards in education.

See more: www.zgis.at/partners

The University of Salzburg has strong partnerships with the following **national** and **international** organisations:

-  [ÖAW - Austrian Academy of Sciences - GIScience](#)
-  [Open Data Austria](#)
-  [Research Studios Austria - Forschungsstudio iSpace](#)
-  [Salzburg Research Forschungsgesellschaft](#)
-  [Salzburg Higher Education Conference: University of Salzburg, University of Applied Sciences Salzburg, Pedagogical University Salzburg, Paracelsus Medical University Salzburg](#)
-  [UNIKO - Universities Austria](#)
-  [Austrian Statistical Society](#)
-  [Copernicus Academy](#)
-  [EUROGI - European Umbrella Organization for Geographic Information](#)
-  [UN Statistics](#)
-  [UNOOSA - UN-Spider](#)
-  [International Biometric Society / Region Austria-Switzerland](#)
-  [American Statistical Association](#)

1.3. Dedicate effort to the event

In Salzburg we are aware that in order to keep pace with top congress industry players on an international stage, we need to look at the big picture. Therefore, we have relied on strong partnerships for many years, based on trust, know-how and the ability to be flexible. An excellent provider network, the very best contacts and the trusted cooperation between the University of Salzburg, Salzburg Convention Bureau and Salzburg Congress, have demonstrated repeatedly that there is nothing more powerful than a shared project.

In Salzburg, international congresses remain events of immense importance for all involved parties. Salzburg is well-

known throughout the world for Wolfgang Amadeus Mozart, the Salzburg Festival and The Sound of Music, but it is not the most typical congress destination. Having impressed clients with our ability, expertise and experience countless times over the past 20 years, there is still nothing we consider 'business as usual'. Each customer brings very specific requirements and preferences to Salzburg, and we tailor our services accordingly. We are passionate about our work and look forward to every new challenge. Experience shows that strong cooperation is the key to success!

The strong local host team consists of scientific experts from the PLUS and convention professionals.

Function	Name	Institution	Meeting Comm.
Academic lead	Josef Strobl	University of Salzburg / Z_GIS	PC
Academic lead	Arne Bathke	University of Salzburg / Data Science	PC
Local organisation coordination, PC	Bernhard Zagel	University of Salzburg / Z_GIS	OC
Progr. Com.	Christian Borgelt	University of Salzburg / Data Science	PC
Core conference team	Julia Stepan	University of Salzburg / Z_GIS	OC
Expo and Sponsoring	Ursula Witzmann-Müller	University of Salzburg / Z_GIS	LOC
Destination Coordination	Elisabeth Kassanits-Pfoess	Salzburg Convention Bureau	LOC
Venue Coordination	Barbara Schwaiger	Salzburg Congress	LOC
Congress Mgt.	Robert Hild	Salzburg Congress	OC
Congress Services	Alexandra Meixner	Tourismus Salzburg	LOC
Catering	Lars Meyer-Brandt	Sheraton Grand Hotel	LOC

1.4. Government commitment and means of engaging dignitaries

"I was delighted to hear that Salzburg has submitted a bid to host the International Data Week in 2021. I fully endorse this bid and I know that our partners within the Salzburg conference industry will deliver a magnificent and successful event for all of your delegates.

Salzburg is already making its own important contribution in this field with research activity in the areas of Data Science and Geoinformatics at the Paris Lodron University Faculty of Natural Sciences in Salzburg. Furthermore, in our Scientific strategy for 2025 "Smart Data" is defined as one of the key scientific strengths and a master program was developed recently."

Dr. Wilfried Haslauer, Governor of the Province of Salzburg

"As mayor of the capital city Salzburg, please allow me to assure you that the city fully supports the application to hold the International Data Week here in Salzburg in 2021. Information- and communication technologies and competences in the field of Smart Data and Services rank among Salzburg's already widely recognised strengths. A health science sector including research and education, represented by the University of Salzburg, Salzburg University of Applied Sciences and other research institutions pair with an equally strong business sector promoting Salzburg's strengths in this field."

Dipl.-Ing. Harald Preuner, Mayor of Salzburg

2. Location Austria / Salzburg & Dates

Austria has always been regarded as a **leading destination for meetings**. Traditional Austrian hospitality combined with an innovative, future-orientated convention scene and high professional standards set Austria apart from its competitors. Excellent infrastructure and its **prime location in the heart of Europe** make Austria the destination of choice for conferences.

Salzburg is known for being a very **safe city**, just as Austria is seen as a secure and well-integrated country in the heart of Europe. The Austrian way of life and the **friendly welcome extended to guests** have a long tradition, and that is reflected in the hearty and open nature of the people. Tourism has played a key role in the city's development. **This international flair** has moulded the way of life in Salzburg for several decades in a way every guest will tangibly enjoy.

No matter what part of the world congress participants come from, Salzburg is a city famous all over the globe and one associated with many positive factors. Salzburg is known for music and for its festivals. **Mozart** was born here, it is a **UNESCO world heritage site**, has been a famous festival city for the past 100 years, and is the home of 'The Sound of Music'. Consequently, Salzburg is not typically considered a congress destination, making it so much more pleasing for those who choose it to be one.

Making Salzburg a venue for your congress is a decision in favour of a destination of beauty, music and excellent hospitality. Not only are work and pleasure right next door, there are very pleasant and practical ways of combining them too.

2.1. Proposed dates in the year 2021

According to the bid guidelines we propose the following dates to host the International Data Week in Salzburg. At this moment, the dates are blocked for the IDW.

Pre conference: 24th October 2021

Main conference: 25th October – 28th October 2021

Post conference: 29th October – 30th October 2021

2.2. Location will benefit IDW and contribute to the success of the event

Every year around two million people visit Salzburg from all over the world. The city boasts baroque architecture, timeless beauty, **great hospitality** and a **fascinating history**. Here, congress participation is an opportunity to work in one of the most beautiful places in the world.

Salzburg has its **own slow and steady rhythm**. In Salzburg, a congress is an experience to savour without pressure and stress, and without long underground train journeys or traffic jams. The majority of congress participants **enjoy a short, refreshing stroll** down the road from their surrounding hotels to Salzburg Congress, accompanied only by the pleasant chatter of the birds above. The **positive spirit** of the town is complemented by an intact **natural environment** within and around the city, on the town's own verdant hills, and by pristine drinking water straight from the tap.



Fortress of Salzburg and Old town

3. Venue and Facilities

Salzburg Congress is the main venue to host the International Data Week.

It opened in 2001 and is recognised as being one of the most modern congress facilities in Austria.

A venue in tune with the spirit of the 21st century

Salzburg Congress is right alongside the world-famous Mirabellgarten park, just a few minutes' walk from the historical part of the town. The **central location of the venue**, its architecture and its equipment and amenities, all contribute to a perfect venue for congresses that need to accommodate up to 1300 participants.

When planning and erecting the building, great emphasis was placed upon timeless, **elegant design, and superior quality**. In the venue there is plenty of natural light, high ceilings and **glass facades onto the gardens**, top-quality parquet floors and **large, expansive foyers** on all floors for a thoroughly sophisticated atmosphere. At Salzburg Congress, event participants enjoy unlimited freedom of movement, short distances within the venue, and the park gardens just beyond the front doors.

The large foyers are **ideal places to communicate**, exchange ideas and socialise in the breaks, but also afford an opportunity to withdraw and be private for a while.

Environmental protection and ecological sustainability are issues of ever-increasing significance – and that is certainly the case as regards the staging of events and congresses. Salzburg Congress is a certified '**Green Location**', which in turn entitles us to issue certificates for events that qualify as '**Green Meetings**' and 'Green Events' – guaranteeing an honest approach to events that meet the very highest standards.

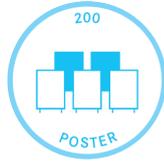
Salzburg Congress facts and figures:

- Modern architecture and pure design
- Plenty of natural daylight due to the expansive glass fronts
- Excellent air quality in the rooms
- Versatile room arrangement due to detailed and sophisticated solutions
- 100% barrier-free
- Maximum mobility and simple navigation with six lifts and four escalators
- Short distances within the venue and to the city centre



Salzburg Congress

3.1. Capacities



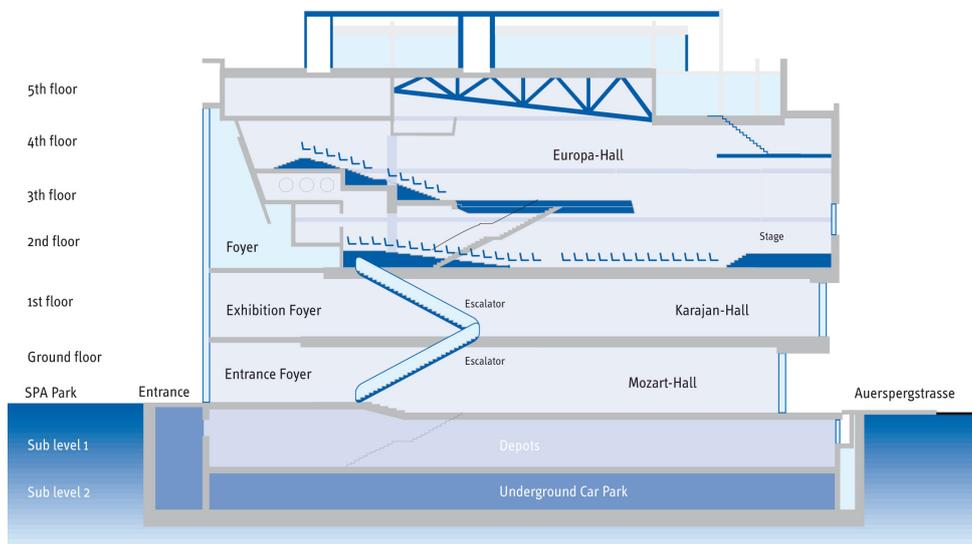
Ground Floor	m ²	Pax	
Mozart Hall 1+2	137	150	
Mozart Hall 4+5	150	150	
Mozart Hall 3	66	72	
Papageno Hall	150	140	
Salon Hohen Salzburg	44	35	
Salon Mozart	64	50	

2nd Floor	m ²	Pax	
Europa Hall	1,100	1,320	
Paracelsus Hall	94	72	
Foyer 2	492		

3rd + 4th Floor	m ²	Pax	
Trakl Hall	120	100	
Doppler Hall	120	100	

1st Floor	m ²	Pax	
Karajan Hall 1	90	72	
Karajan Hall 2	104	72	
Karajan Hall 3	90	72	
Wolf-Dietrich Hall 1	89	78	
Wolf-Dietrich Hall 2	77	66	
Exhibition Foyer	715		

5th Floor	m ²	Pax	
Trapp Suite	70	50	



3.2. Wifi & technical support:

Wifi

- Salzburg Congress has its **own glass fibre connections** to the **two most important internet providers** in the city of Salzburg (A1-Telekom and Salzburg-AG)
- Autonomous IP addresses (BGP routing) enable us to implement an immediate switchover to a backup provider if the other is experiencing service failures
- Data transfer of up to 600 Mbit/s (symmetric) is offered as our standard connection rate

The entire event area at Salzburg Congress offers seamless internet availability via WLAN access points (standard IEEE 802.11n/ac, 2.4/5 Ghz). The access points are managed centrally and can be specifically configured to suit each customer. If required, several virtual networks (SSIDs) can also be set up for customers and people attending an event.

Technical support

Technology is our passion – Salzburg Congress remains true to its original goal of serving international clients with **state-of-the-art event technology**.

We provide **experienced in-house technicians**. We have set the bar high for the other congress centres. Our technicians go through every possible event scenario – long before the lights go on. We enjoy the advantage of being able to work – to a large degree – with our own, in-house equipment, so there's no dependence on third-party companies.

3.3. Venue accessibility:

Located at the **heart of the European continent**, Salzburg is quickly accessible from every point of the compass. Getting here is made simple by well-connected and non-stop flights to several major European airports. A **modern railway hub** and station just at the other side of the German border, and a highly developed and well-integrated motorway network speak for itself. There are **no large distances** to navigate within the city, the venue can be reached by public transportation from the airport in just 20 minutes.

- onsite access: The city centre and all hotels are within a walking distance of max. 10 minutes. At Salzburg Congress everything is 100% barrier-free.

- local transport: An excellent local bus system offers easy movement in the city. Delegates can find a bus stop right in front of Salzburg Congress. For congress organisers a reduced public transport ticket for all delegates is offered (€ 7,- for 3 days/per delegate - rate according to prices 2019).

- International Airport connections: Salzburg Airport provides direct flights to Berlin, Cologne, Frankfurt, Hamburg, Istanbul, London Gatwick, London Heathrow and Vienna. The distance from the airport to the city centre is 5,8 km. To support IDW Salzburg we are happy to provide a congress 15 % discount to all delegates in cooperation with Austrian Airlines. For international arrivals, Munich airport can be reached within 2 hours, as well as Vienna airport, which is connected by a high-speed train and a travel time of 2.5 hours.

3.4. Accommodation options

The city of Salzburg and the surrounding towns and villages offer an excellent range of hotel accommodation in all categories. The city of Salzburg offers a **wide range of 3-, 4- and 5-star hotels** – from accommodation steeped in history through to modern, international chains.

Each hotel has its own unique flair. There are all kinds of smaller boutique hotels and historical facilities in the old town, design oriented establishments and family-run hotels at the edge of town, as well as more cost effective options that provide an ideal alternative when budgets are getting smaller. There are **approximately 1,200 hotel rooms within walking distance** of the Salzburg Congress.

The in-house Congress Service department

A number of years ago, Salzburg Congress established its own 'Congress Service' department to emphasise the importance of service orientation. The service is available to organisers **free of charge** and **assists you with various logistics, such as hotel bookings**.

Please do not hesitate to take advantage of it!

	N.C.	2*	3*	4*	5*	Total
Hotels in the city		17	46	48	6	117
Rooms in the city		1117	3450	6269	1015	11851
Average rates range (room only)	€ 69 to € 290	€ 45 to € 158	€ 45 to € 220	€ 70 to € 299	€ 175 to € 1,709	
Bedrooms walking distance of Salzburg Congress	318	25	367	1466	470	2646

„prices basis 2019“

4. Programme

The conference programme will be developed in cooperation with the founding organisations and the University of Salzburg, which has a strong expertise in the field of data science and geoinformatics. The local host's intention is to work very closely with the founding organisations to ensure a distinct character for the conference.

We are proud and honoured having the opportunity to contribute to the international communities at the intersection of geospatial and data sciences! The University of Salzburg has a strong tradition of leadership and innovation across these domains, supporting regional and economic development. Digital transformation today transcends businesses, public administration and academia, with research and education serving as main drivers towards a smart society.

Prof. Arne Bathke & Prof. Josef Strobl

4.1. Compelling programme - local research themes in the context of data science

The Department of Geoinformatics – Z_GIS and the Data Science Initiative at PLUS are involved in core Big Data / Data Science research tracks with five different directions:

- **(Satellite) Earth Observation** is currently generating huge amounts of data which cannot be inspected and analysed with traditional approaches. Z_GIS' research focuses on the implementation and development of data models facilitating multi-dimensional visualisation and analysis ('data cubes') and near real time filtering of image data. Having initiated the paradigm of object-based image analysis and more recently of interactive semantic image analysis in cloud environments, the department currently leads several applied research initiatives in the spatial data science domain.

One example of the recognition of Z_GIS' contributions to Spatial Data Science is the recent invitation of Thomas Blaschke and Josef Strobl to an expert conference 'Setting the Spatial Data Science Agenda' - <http://spatial.ucsb.edu/2019/spatial-data-science-symposium>

- Another specific challenge in this wider field is the analysis of live and recorded data streams from different kinds of movements. **Mobility trajectories** are a little researched data type posing challenges like sampling, bundling, proximity detection etc in different dimensionalities. Again, movement data is increasingly enriched by semantics in areas ranging from urban wellbeing to worldwide shipping of goods. Data-driven analytics are increasingly overtaking sample-based research hypotheses, requiring the implementation of big data platforms for the management of huge sets of movement data originating from different sources.

- **Data Science and AI** have evolved into key business drivers across industries, with the media sector (i.e. Naspers) and technology developers (i.e. Esri) being examples of leading business organisations cooperating with Z_GIS in the field of big data analytics. Cross-fertilisation happens with regular courses on MSc and PhD levels taught by experienced senior industry players, and interns and graduates from PLUS entering these tracks. Data Science technologies and methods therefore are not only taught in abstract settings, but are experienced at the interfaces of advanced peer practice with academic curricula.

- **Data driven business intelligence** and smart analytics are research fields linking the data science team at the PLUS with key industry in the Salzburg region and beyond, including small- and medium-sized businesses. Many of these businesses provide internships to data science MSc students. Companies from service and production sectors often work with complex, large data sets providing challenges that are also often suitable for application-driven academic research.

- Current medical research faces the seemingly contradicting approaches of evidence based reproducible medicine on the one hand, and the use of **artificial intelligence** for **big medical data** and "personalised medicine" on the other. The PLUS statistics group closely collaborates with different research labs at Salzburg's medical university (PMU) and the university clinic (SALK) on concrete projects, as well as with the PMU leadership on the conceptual challenges mentioned above.

Keynote suggestions

Name	Institution	General Topics
Arne Bathke	PLUS	Data Science / Statistics
Josef Strobl	PLUS	Geoinformatics
Ed Parsons	Google Inc.	Geospatial Data
Euro Beinat	Naspers/Tencent	Data Science in (social) media
Bernd Resch & Carlo Ratti	PLUS / MIT	Sensor Data Streams / Social Sensing
Z_GIS faculty & RS industry speakers	PLUS / DigitalGlobe / Maxar	Big Earth Data / Data Cubes
Viktor Mayer-Schoenberger	Oxford Internet Institute	Big Data
Xiao-Li Meng	Harvard	Statistics
Manfred Hauswirth	TU Berlin	Linked data

Theme suggestions:

- Big Earth Data / Data Cubes
- Data Science for Life / Data Driven Life Sciences / Big Medical Data
- Data Science in (social) media
- Sensor Data Streams / Social Sensing / Mobility data
- Data Driven Strategies for Addressing Climate Change / Sustainability
- Digital Twins and Simulated Systems
- Data Ethics and Governance
- Industry 4.0 and Smart Environments
- Integrating Data Science into Air Traffic Optimization
- Data Intelligence for more Sustainable Tourism
- Getting Kids Excited About Data / STEM+d Labs (STEM + data science)

Young Researcher Track

A Young Researchers' Track is planned at the International data science week, offering PhD students a unique possibility to present and discuss their work, receive feedback, and exchange comments and views on their doctoral research in an inspiring academic community of PhD students, experienced researchers - including keynote speakers from the conference - and faculty members of Data Science and GIScience Doctoral College at the University of Salzburg..

Networking Experience the 'real' Salzburg

For around one thousand years, Salzburg was a wealthy and independent archbishopric under the governance of mighty rulers. Numerous buildings from this period in the old town still bear witness to the city's glorious history. Salzburg offers a wide range of impressive venues that serve as stages for unforgettable networking events. Examples include the former Residenz Palace of the Prince Archbishops in the cathedral quarter of Salzburg, the Stiegl-Keller brewery building from 1820 and St. Peter's Stiftskulinarium restaurant, the origins of which go back to the 9th century. The social events of IDW Salzburg will take place in those locations.

4.2. Strong suggestions for the programme committee

Z_GIS and Data Science Faculty are highly experienced in organising congresses and have already been in charge of several international programme committees and reviewer boards:

Name	Faculty	Topic
Arne Bathke	Data Science	Data Science, Statistics
Euro Beinat	PLUS	AI, Machine Learning
Thomas Blaschke	Z_GIS	remote sensing
Christian Borgelt	Data Science	Data Science
Stefan Lang	Z_GIS	Remote Sensing, Copernicus
Martin Loidl	Z_GIS	Mobility Data
Manfred Mittlböck	RSA iSPACE	Geodata Infrastructure
Bernd Resch	Z_GIS	Human Sensors, Crowdsourced Data
Josef Strobl	Z_GIS	Geoinformatics
Dirk Tiede	Z_GIS	Geospatial Data Cubes
Wolfgang Trutschnig	Data Science	Data Science

4.3. Exciting suggestions for plenary sessions

In cooperation with the founding organisations, we would like to showcase our conference motto "A festival of Data Science" in the opening plenary session in many different ways. A classical musical performance should bring our motto to life. Welcome addresses by representatives of the federal and local government are planned. In addition, the local academic hosts from the University of Salzburg, Prof. Arne Bathke and Prof. Josef Strobl, could give a short welcome address on "Data Science in Salzburg, Austria at a glance". In coordination with the programme committee some time slots will be reserved for opening addresses of the founding organisations and main keynotes.

5. Financial package & support

5.1. Clear statement of financial responsibility

In cooperation with Salzburg Convention Bureau and Salzburg Congress, the University of Salzburg will take full financial responsibility for the International Data Week. All relevant tasks and responsibilities such as budget control, payment transactions, ongoing accounting, reporting and final accounting will be managed by the host organisation.

5.2. Reasonable overall cost & proposed registration fee

To welcome delegates from all around the globe we propose the following registration fees (see below). Delegates from low- and middle-income regions will receive a discount on their full registration. We suggest a special rate for students as well, in order to attract their participation at the conference.

We intend to create a special conference package in order to attract exhibitors to attend the International Data Week.

Attendees	Early Bird fee	Standard fee
Delegate Registration	€ 745,-	€ 795,-
LMI Registration	€ 455,-	€ 495,-
Student Registration	€ 115,-	€ 145,-
Exhibitor Package Price		
includes exhibition space of 6 m ² (net), 1 table, 2 chairs, plug and WIFI		€ 800,-

To gain a general cost and income overview, the following conference budget was calculated.

The detailed offers can be found on the website:

www.salzburgcongress.at/en/BIDs/IDW2021

Estimated Costs (800 delegates):			
Room Rental – Salzburg Congress	fixed	€	84,219
Technical Equipment – Salzburg Congress + Posterwalls	fixed	€	68,031
Personnel – Salzburg Congress	fixed	€	37,880
Catering – Main Conference Sheraton	variable	€	188,800
Catering Pre&Post Conference	variable	€	20,985
Catering - Poster Session (500 Pax)	variable	€	7,950
Social Event – Stieglkeller	variable	€	60,000
Keynote speaker (estimated)	fixed	€	20,000
Staff - Local Organisation	fixed	€	60,000
Print & Communication	fixed	€	25,000
Conference Material	fixed	€	10,000
Promotion & Merchandising	fixed	€	6,000
Reserve fund		€	6,250
TOTAL Cost		€	595,115

Estimated Income (800 delegates):		
Delegate Registrations Standard	260	€ 206,700
Delegate Registrations Early Bird	350	€ 260,750
LMI Registration Standard	40	€ 19,800
LMI Registration Early Bird	120	€ 54,600
Free Registrations	30	-
Industry Sponsors	-	€ 50,000
Exhibitor Packages	5	€ 4,000
TOTAL Income		€ 595,850

Optional Income		
Student registration Standard	50	€ 7,250
Student registration Early Bird	50	€ 5,750

5.3. Range of potential sponsors

In cooperation with the founding organisations we will define several sponsoring packages. Based on our strong partnerships with the geospatial data and ICT industry, we will try to attract potential sponsors to support IDW.

In addition to the potential industry sponsors there will be governmental support for the official reception as well as support by Salzburg Congress to host one of the committee meetings.

- Official Salzburg Welcome:

The City of Salzburg invites participants of scientific congresses to an evening concert in the magnificent surroundings of the old Prince-Archbishop's 'Residenz'. Guests are welcomed by a representative from the municipal government. The size of the ensemble, usually a quartet or quintet, depends on the number of guests expected and is sure to be a wonderful evening.

- Committee Meeting (supported by Salzburg Congress):

Holding your committee meeting at Salzburg Congress is also an opportunity to inspect the venue and explore the many attractions and benefits of the city. We personally make sure you discover Salzburg's most beautiful places and idyllic hidden corners, at the best possible prices.

- Site Inspection (supported by Salzburg Convention Bureau):

After reviewing the proposal, it is very important to get to know the destination. Therefore, Salzburg Convention Bureau supports your personal site inspection and accompanies you during your meetings with important contacts onsite.

6. Media Plan

The media and communication plan will be developed in close cooperation with the founding organisations. It is important to use the existing media contacts of the International Data Science Week. Z_GIS and Data Science at PLUS will use their strong regional, national and international media network to promote the International Data Science Week.

6.1. Quality and reach of media plan

The University of Salzburg has strong partnerships with many national and international organisations and their media partners (see 1.2). In the DACH region (Germany, Austria and Switzerland) we have strong stakeholders across all media sectors (print, online) to promote the International Data Science Week.

Promotion at prior CODATA; RDA and WDS conferences

The LOC promises you – nothing is more important than the success of the IDW Salzburg 2021. We would be pleased to help you prepare for your congress and support you in your general promotional activities. To this end, we will accompany you when travelling to a selection of relevant international events, where you promote your event in Salzburg. We will help to convince decision-makers and potential participants

with our in-depth knowledge of Salzburg and do everything in our power to create interest in your event and in Salzburg as a location.

6.2. Effective and innovative plan to promote the event (social media)

This issue will be discussed with the founding organisations. In general, the data science community is open to social media communication like Twitter or LinkedIn and can be reached through these channels. We have good experiences with Twitter and LinkedIn campaigns before, during and after the conference week. A proposed Hashtag could be #IDWSalzburg or #IDW2021 used by the existing official @Int-DataWeek Twitter account and, if desired, a timely restricted conference account, e.g. @IntDataWeek21.

Campaign themes could be: several calls for contribution, call for exhibitors, promotion of online agenda, keynote speaker introduction, registration promotion, Salzburg recommendations and the like.

7. Impact & Legacy plan

Hosting the IDW in Salzburg sends a strong message to academic-, industry-, business-, and other stakeholders to which empirical, data driven strategies in exploratory analysis, monitoring and decision support are of increasing importance.

7.1. Ongoing legacy of the event

International and interdisciplinary working groups will be formed around the key topics, if possible, in close coordination with a matching task group. Where applicable, data-driven strategies will be developed in finer granularity and implemented in model regions in and around Salzburg.

7.2. Indication of concrete and feasible follow-up activities

Kids Labs for Technology and Science will be expanded to incorporate Data Intelligence; modules and their effects will be evaluated. Local / regional partners will execute research plans around one or a few of the key topics, in close collaboration with international partners (for example, Salzburg Sustainable Tourism)

7.3. Potential to acquire new community members

The potential to acquire new community members in Europe is very high, especially in the German speaking area, and in SE Europe.

7.4. How the host region will benefit from the event, especially in terms of data, Open Science

Salzburg will benefit in many ways: hosting the IDW will influence and strengthen academic stakeholders and initiatives. This is already reflected in new and revised study programmes and curricula, which affect the choice of study pathways of incoming students.

In addition, the host region will benefit in:

- Offering novel ideas and instigating innovation in local industry and businesses, specifically including mobility, utilities, real estate and retail/business intelligence.
- Motivating the enhancement of data infrastructures in the public domain, including open access to data streams from monitoring systems.
- Creating and enhancing awareness of data SWOT, including privacy and ownership issues.
- Highlighting already existing research, and connecting it with new partners worldwide.
- Recruiting international experts as project partners or advisors for concrete translational projects according to the key topics (see above).
- Effects of regional projects (sustainable tourism, STEM+d lab, data driven research on sustainability in the Hohe Tauern National Park, etc.).

See you in Salzburg



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