E2E Induction Programme
Collaborate with us

HOW CAN YOU COLLABORATE WITH E2E?

- E2E Blog Posts
- E2E Springboards
- E2E Podcasts
- E2E Open Space
- E2E Learning Series
- E2E Frog Event
- E2E MicroChallenge

CGF INTERNAL
Document ID

E2E Blog Posts

Our latest blog posts

- ✔ Opinion pieces
- ✔ 700 words
- ✔ 2-3 images
- ✔ Author's photo

Most of our blog posts are written in the style of **opinion pieces** about a topic of the author's choice that has to do with the key E2E themes or industry hot topics. However, kindly note that blogs should **not include any sales/ marketing** content. We usually suggest to aim for around **700 words** for the post. We would also need 2 or 3 accompanying **high resolution images**. In addition, we ask that you kindly provide a **photo of the author** as well as their full name and job title to include in the byline. It is always a good idea to take a look at a selection of our blog posts to see the style.

What are the costs?

The E2E blog posts are **currently free.**

E2E Podcasts

Important - Disclaimer

✔ Podcasts about **education** on interesting concepts and technologies.

✔ Language related to direct sales **cannot be used**.

✔ The intention is to showcase **expert know-how** existing in your companies.

✔ **You should** refrain from promoting your own company name during the recording.

What are the costs?
The E2E Podcasts are **currently free.**

When planning **what topic you want to talk** about, you should also choose between two format options when deciding how to structure your podcast: **planned content** or **improvisation**.

Final recordings will typically be a **maximum of 15 minutes** and the edited version will be shared with you to obtain **your approval prior to publishing**.

E2E Learning Series

What is it?
Is a collection of **educational publications** and infographics produced with the aim of delivering thought-provoking material on trending topics.

Who is it for?
The target audience for Learning Series material is the **CGF membership**.

What are the costs?
2,500€, which includes the layout, additional graphs and two resolution versions (web / print, 8-20 pages) of an Executive Summary.

How will it be branded?
All the material produced as part of the End-to-End Learning Series will be **co-branded** as CGF and your company.

How can I get involved?
• Submit a title
• Decide the format
• Agree on a deadline
• Develop content
• Send your initial proposal
• Devise a joint communication plan with the CGF.

E2E SpringBoards

Visit SpringBoard web

E2E Open Space

More information

- ✅ **Off-site events**
- ✅ **Empowering**
- ✅ **Discussions**

The End-to-End Value Chain SpringBoard Events are **off-site events**, hosted by member companies to provide hands-on experience of new technologies. The aim of these events is to **empower decision makers** of retail and manufacturing companies who want to enter discussions about the **strategic implications** of new technologies for their business.

SpringBoard Events are **sponsored**, **by invitation only** and host **10-50 people**. Sponsor costs depend on SpringBoard type of participation chosen (ranges between 4k - 20k €). Participation is complimentary.

- ✅ **Roundtable**
- ✅ **Industry experts**
- ✅ **Sharing**
- ✅ **Collaboration**

Open Space is our **recently launched** virtual roundtable on Supply Chain Security and Resilience. It gives a **space for industry experts** to come together for best practice sharing to answer questions like how to **manage current supply chain challenges** and the role that companies can collaboratively play in non-ordinary times.

Two possible trails

[**Trends**]: Co-hosted with **Dr Trevor Davis**.
[**Tech**]: where leading tech companies can discuss new ideas and solutions.

3-6 online moderated sessions
45-60 minutes each

By invitation only, hosting a limited number of seats (~12) for an **exclusive range of participants**

Selected topics: **Supply Chain, Innovation and IT**

Open Space is currently free.

Frog Event | Winter Comes

Visit Frog Event web

E2E MicroChallenge

More information

- **Flagship event**
- **Includes all E2E participants**
- **1st Oct 2021**

This is the **flagship E2E event** at the end of year (1st Oct 2021), combining t**he best of all E2E Induction Programme Participants** (i.e. SpringBoards, OpenSpace, authors of blog posts, etc.). A gathering of the **Supply Chain, IT and StartUp Community** to act, share and learn about everything related to **Digital, Automation, Computation and AI.**

Open to both CGF Member and Non-Member Companies.

Expected attendance: 50-250 participants.

- **Innovation sprint**
- **3 to 5 companies**
- **Looking for pioneers**

The E2E MicroChallenge consists of a **3-month pilot** to evaluate a **new, or a combination of several technologies**. The **Task Force** is composed of one or more Service Providers and one or two manufacturers and retailers.
The objective is to produce a report in the form of an E2E Learning Series to **share best-practices** regarding the experienced readiness of the technology.

Looking for pioneers!
- Optical Spectrometer
- Smart Shelves
- IoT & Product Serialisation
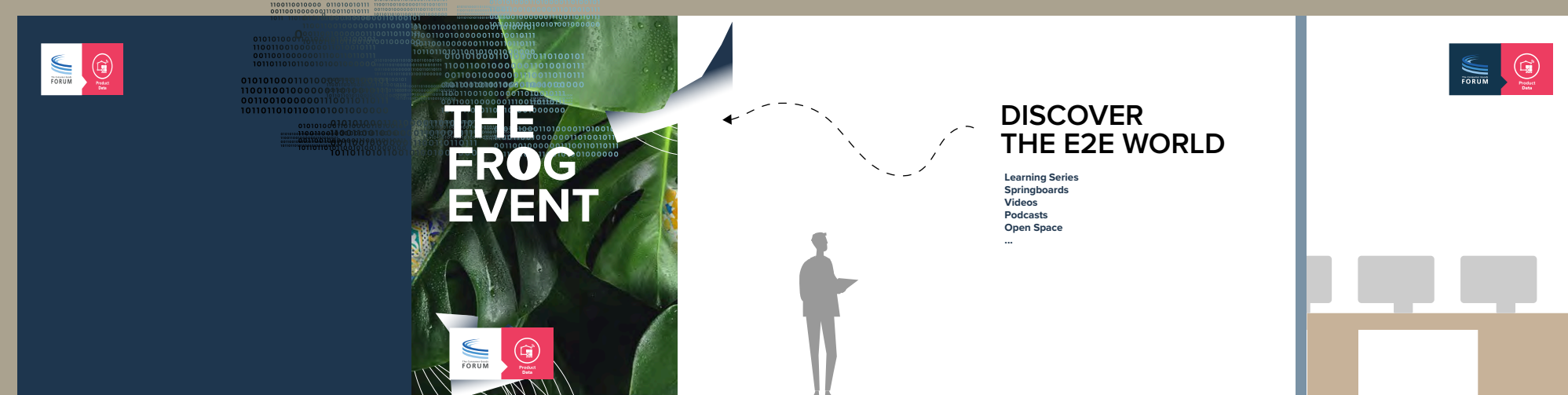
Please feel free to reach out should you have any questions on the information in this document, and we'd be happy to clarify.

Contact us