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How to Crack the Web Summit 2015: Tips & Advice from Attendees

Simon Cocking

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The Web Summit Dublin 2015 takes place on 3 to 5 November 2015, centred on the RDS in Ballsbridge, Dublin, with satellite venues across the city. Now in its fifth year, Web Summit Dublin 2015 expects to host 21 themed summits, 1,000 speakers and 30,000 attendees from over 100 countries. This is an unofficial guide to a unique event where fantastic opportunities exist for you to initiate, grow, fundraise, connect and sell your business to investors, customers and the world's media. Simon Cocking has watched the Web Summit on TV, covered it as a member of the media, photographed it, interviewed 100s of C-suite executives, founders, investors, inventors and dreamers, moderated discussion panels, and put together and managed media teams to cover the event. Having written about it, evaluated it, hyped it, growth-hacked it, and been on his bike to achieve maximum value and minimum time footslogging between different stages, his Insider's Guide to the Web Summit Dublin 2015 now offers you the chance to get the most out of your precious time at the Web Summit. He has shared a series of shortcuts, tips and ideas to help you maximise the impact of your time there. Some of these are tactical, some strategic and some esoteric; all are aimed at putting you in the right headspace to really get the maximum benefit out of your time at the Web Summit. He also asked key attendees over the last four years for their insights on making the most of the Web Summit. Strategically placed across the book, these insights bring real practical value to your Web Summit strategy.

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