



MautiCon Portugal 2024

Event Proposal



For MautiCon 2024, we propose hosting the conference in **Lisbon, Portugal**.

This historic city, with its rich heritage spanning thousands of years, has continually reinvented itself throughout history.





International Connectivity

Lisbon's Airport offers direct flights to over 120 destinations worldwide, making it easy to reach us.



Efficient Transportation

The city boasts an excellent public transportation network, including metro, buses, trams, and trains.



Convenient Time Zone

Lisbon operates on GMT, aligning with London and just one hour behind Central Europe (CET).



Innovation Hub

Home to numerous startups and tech companies, and hosts major events like Web Summit.

As one of the **world's top tourist** capitals, Lisbon offers a wide range of hotels with modern facilities and numerous conference centers located throughout the city.



+300 Hotels



+20.000 Rooms



Culture and History

Lisbon is rich in culture and history, with iconic landmarks like the Belém Tower, Jerónimos Monastery, and São Jorge Castle.



Gastronomy

Offers a diverse culinary experience, with typical dishes such as bacalhau, pastéis de nata, and a variety of Portuguese wines.



Climate

Mild and pleasant climate, ideal for exploring the city and participating in outdoor activities.

Lisbon is **rapidly emerging** as a hub for innovation and technology within Europe.

The city fosters a vibrant tech community, nurturing numerous startups and attracting established tech giants.



+4.000 Startups



+2.3B € Revenue

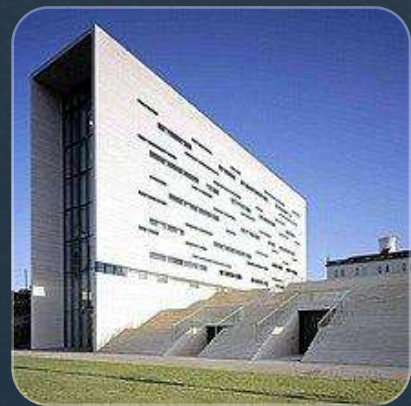


+1.3B € in Exports

We intend to host an event, on **November 4th and 5th**, that can accommodate up to 100 people, with our preferred venue being a university.

This choice allows us to engage students, introduce them to Mautic, and foster growth within our community.

Primary locations



NOVA School of Lisbon



Escola Superior de
Comunicação Social



Universidade de Lisboa

Other considerable locations



Centro Cultural de Belém



Calouste Gulbenkian
Foundation

Costs

If a university or foundation can provide the event venue at no cost, our expenses would primarily cover food, plane tickets, hotels, and gifts, totaling an estimated €3,000 to €4,000.

If we need to pay for the event venue, we are prepared to consider a budget of €10,000 to €13,000.

Revenue

Given that Mautic is relatively unknown in Portugal but has significant growth potential, we propose not to sell tickets and to make the event open to the public.

Revenue would primarily come from sponsorships, donations, and potential sponsorship from Portuguese marketing startups interested in supporting our cause.



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Mautic Contributor



Lenon Leite

Senior Software Engineer at
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Provisional member at Mautic
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Dominique De Cooman

Founder, CTO & co-CEO at
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MautiCon Portugal 2024

Join us in shaping the future of
Mautic in Portugal and beyond.

Together, we can make this event a catalyst for
innovation and community growth!

All images used on this presentation:

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Data show on slide 4

- CNN 2022 Report:
<https://cnnportugal.iol.pt/hotelaria/hoteis/a-cada-cinco-dias-vai-nascer-um-novo-hotel-em-portugal-e-lisboa-nao-e-a-recordista/20221227/638f9ee10cf27230dc1bf38d>