



## Media report #ERF2023

Event: European Robotics Forum 2023

Date: 18.04.2023



## Executive summary

There was extra pressure on newsrooms due to the looming banking crisis and plummeting C25, as well as a drone collision with a Russian fighter jet. These circumstances affected the overall exposure considerably we were told by among others TV 2 News. Despite this, the conference received satisfactory coverage with a total of 70+ DK media clippings, 14 (+585, third party media pick-ups from Associated Press and still awaiting stats on third party pick-ups from Tomson Reuters) INT media clippings, 19+ INT media and 9 DK media registered, 13 DK/INT media participating, 44+ DK/INT media outlets publishing stories and 100+ event calendars updated.

International coverage was secured through collaboration with Reuters Thomson, Mergermarket, Rocking Robots and Associated Press. Media clippings from these outlets are still only partially published. The total placement result is 14 + 585 (third party media pick-ups from Associated Press). We are still awaiting stats on third party pick-ups from Tomson Reuters.

TV 2/Fyn did not get an interview with the Crown Prince. This resulted in a royal angled robotics feature on TV 2/Fyn being canceled, but it also affected features on TV 2/Nyhederne that relied on material from TV 2/Fyn. Nevertheless, a short live on TV 2 News with PAL Robotics was featured last minute through a joint effort with the Teknologisk Institut. DR Fyn was positive about covering ERF2023, but unfortunately had to prioritize other stories due to the news situation. Time Magazine was also sidelined at the last minute.

Press invitations were only sent out three weeks before the conference. A recommendation for the future would be to start this part earlier, e.g. 2 months prior to the event. Given the circumstances, the results of the press efforts can be considered satisfactory.

## Results

- 84 +585 (third party pick-up from Associated Press, still awaiting Tomson Reuters) media clippings (DK/INT)\*
- 44+ media involved (DK/INT)\*
- 13 media participating (DK/INT)
- 100+ event calendars (DK/INT)

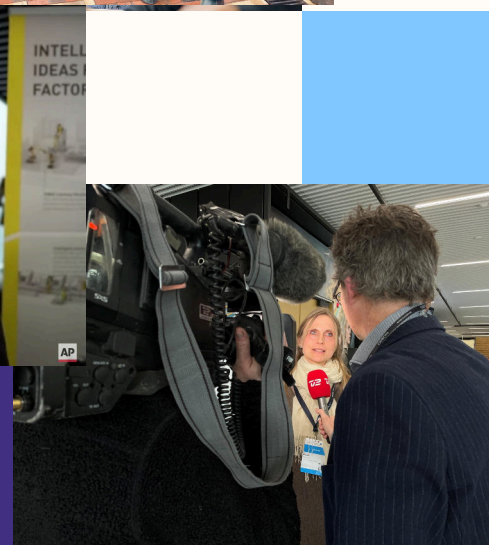
\*awaiting first and third party report from Tomson Reuters

## Who came to Odense?

- › 9 journalists (DK)
- › 4 correspondents (INT)
- › 25+ media professionals (DK/INT)

## Media list and clippings

- › [Media clippings \(DK\)](#)
- › [Media clippings \(INT\)](#)
- › [Media list](#)

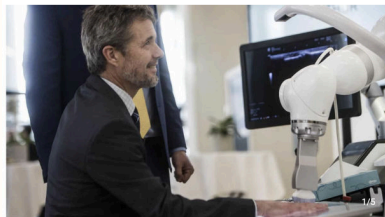


De to største odenseanske producenter af robotter er begge ejet af det amerikanske selskab Teradyne. Mandag Morgen har taget en snak med selskabets CEO...



ERIVERV

## Kronprinsen blev scannet for gigt af en fynsk robot: - Vi har brug for meget mere teknologi i sundhed



Det ser ikke ud til, at kronprins Frederik har leddegligt i sin højre hånd, konstaterede robotten Arthur tirsdag, da den kongelige hånd blev bragt som demonstration af Odense-virksomheden Rocapas robot. Foto: Tim Kildeborg Jensen/Ritzau Scanpix

Kronprins Frederik åbnede tirsdag Europas største robotkonference i Odense. Han var begejstret for teknologien - ikke mindst en robot, der kan finde gigt.

14 mar. 2023 kl. 13:15



LOKALT SE TV LIVE TV TIP OS

14. marts 2023 kl. 13:15

ENERGI OG FORSVNING/IT OG TECH

### Kommune: Internationalt partnerskab sikrer finansiering til udvikling af flydende offshore-substation



En flydende offshore-substation er på vej fra tegning til realitet. Det er resultatet af et samarbejde mellem kommunen og et internationalt partnerskab, der sikrer finansiering til udvikling af flydende offshore-substation.



### European Robotics Forum samlede 150 deltagere til stor matchmaking

150 deltagere mødtes til stor matchmaking på European Robotics Forum i Odense. Deltagerne havde mulighed for at møde og tale med potentielle partnere og samarbejdspartnere.

## Stor robotkonference



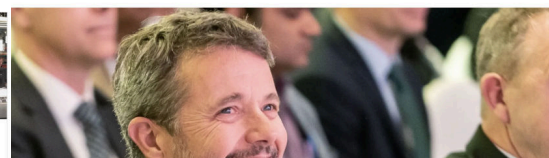
I marts kan fynboerne glæde sig over, at Odense for anden gang er værtsby ved European Robotics Forum, som er Europas største robotkonference.

Op mod 800 af verdens førende roboteksperter ventes at møde i Odense, der de næste år siges at blive markeds- og



323 - af Ulrik Ulriksen

## Stor dag for kronprins Frederik: Fremtiden ser lys ud!



### Er robotter smarte nok, eller har de brug for AI?

Ingeniøren

31. marts 2023, Ingeniøren, Sektion 2 (ROBOT), Side 6, Laurids Hovgaard lah@ing.dk..., 1080 ord, id: e982b23a

FORSKNING MEKATRONIK MØDER SOFTWARE Kunstig intelligens buldrer derudad, bare ikke i robotog automationsindustrien, lyder det samstemmende fra robotforskere. Årsagen er de dog uenige om.

Det er svært at læse nyheder eller færdes på internettet uden at støde på ChatGPT - chatrobotten, der bruger kunstig intelligens (AI) - som har overrasket verden ved at kunne bygge hjemmesidekode baseret på en børnetegning eller løse komplicerede eksamensopg

Helt så baner (AI) skal man

European Robotics Forum 2023: Experience the future of robotics in Odense, Denmark  
PRESS RELEASE: Paid content from EIN Presswire | Newsmatic! February 21, 2023



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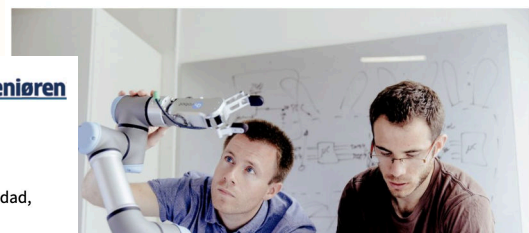


## European Robotics Forum 2023: Experience the future of robotics in Odense

21.2.2023 09:34:04 CET | Syddansk Universitet

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Experience the future of robotics technology when 900 scientists and industry leaders from 30 countries meet at Europe's largest robotics conference, ERF2023, on March 14-16, 2023 in Odense, Denmark.



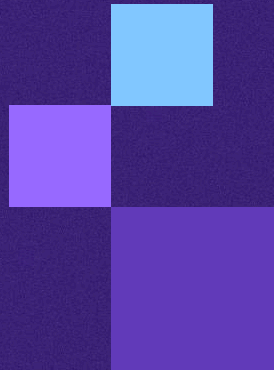
**BUSINESS-FYN.**

**Ingeniørstuderende, mor til tre og modtager af stort robot-legat**

Revolutioner din arbejdsplads med banebrydende HR-løsninger

# Still pending

Awaiting first and third party results from Tomson Reuters.





## Feedback

### **Tomson Reuters, Tom Little:**

*Thanks a lot for your cooperation last week, it was much appreciated.*

### **Associated Press, James Brooks:**

*Thanks for this Anders. Much appreciated.*

## Who is Change?

We supply the Danish automation industry with state of the art PR and digital marketing. Since 2015 Change has serviced 50+ robotics and automation companies with media relations and lead generation. We design and operate entire customer journeys all the way down to a single product launch.

80+ projekter



Let's get in touch



Anders Kongeskov Randow

Digital Media & PR Specialist

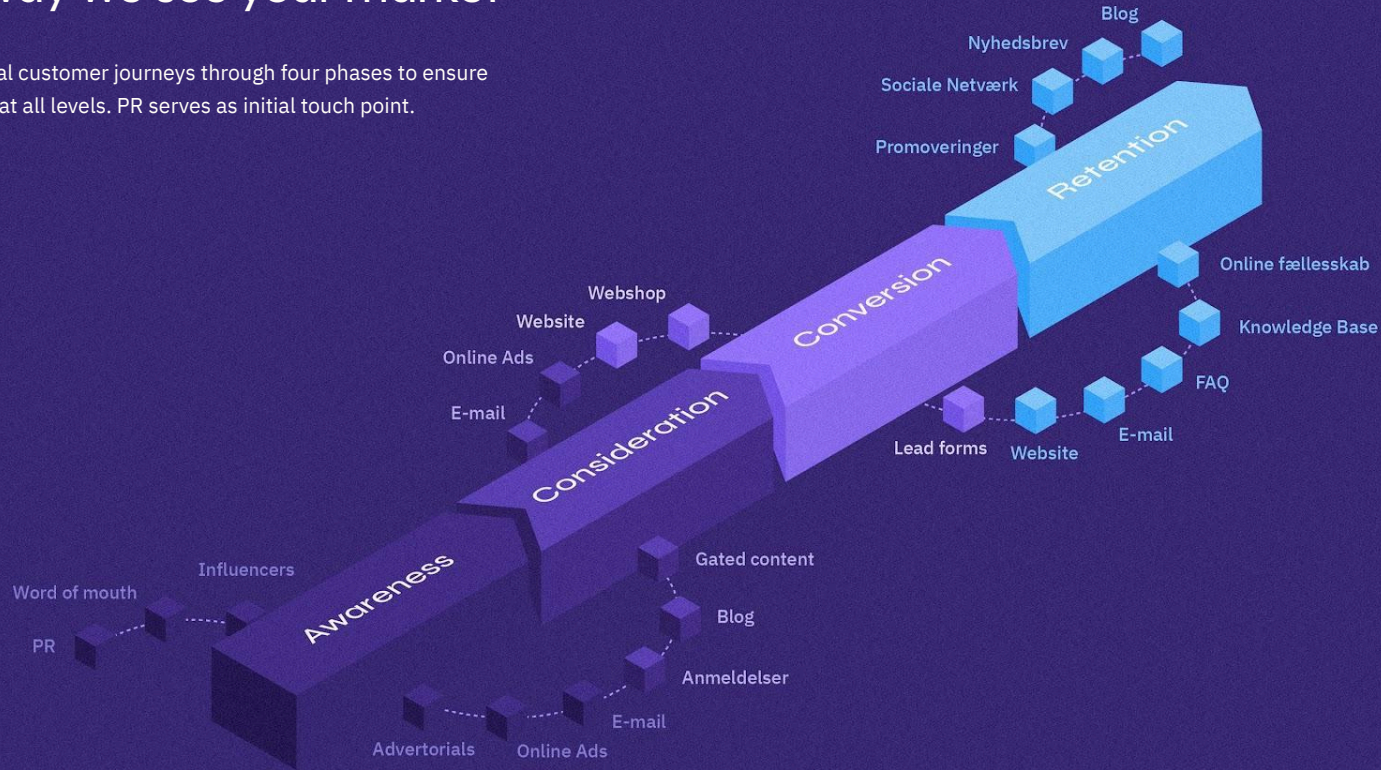
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# The way we see your market

We do digital customer journeys through four phases to ensure conversion at all levels. PR serves as initial touch point.





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