

**People Tech Maritime produces events, webinars, a magazine, newsletter and website, about how people and technology can do more together in the maritime sector. We have a strong focus on digital technology and decarbonisation.**

More than this, we support the maritime industry to evolve in its use of technology, both digital and physical, in achieving its major goals, including decarbonisation, improving operational efficiency and safety, improving manageability in a volatile commercial environment, improving cybersecurity and manageability of its communications and digital infrastructure.

If you produce technology and products and services for shipping, we offer you a unique pathway to not just expose your offering to customers, but to be part of the debate.

The right answer is different in every situation. We are breaking it down into multiple discussions, which we will hold at our events, webinars, and in our magazine articles.

It is rare for any individual to know in advance what the best way for people and technology to work together is. What we

can do is improve our understanding through organising discussions of industry decision makers. In doing this, participants see how their technology frameworks can best evolve.

We run annual events in Athens, Bergen, Oslo, and further locations. We run regular webinars. We have a free quarterly magazine sent by pdf and on print. We have an e-mail newsletter to 28,000 recipients, which is used to drive magazine downloads and event / webinar registrations.

We offer you speaker slot / sponsorships at our live events, webinar sponsorships, full page advertising in our magazine, and website / newsletter banner and sponsored text advertising.

**Further information is in this media guide.**

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# WHY PEOPLE TECH MARITIME?

**The maritime industry increasingly understands that the pathway forward for digitalisation and decarbonisation comes down to how well people can work with technology.**

As an industry, we have created all the technology we need, but we have not yet managed to support people to work with it, or to support technology to function in the way people need.

Consider the main topics being discussed at maritime leadership forums:

- competency of crew and maintaining high safety standards
- keeping decarbonisation on track
- cybersecurity
- managing a complex financial environment
- safety management

These issues are not entire about technology, but technology can make a big contribution to all of these, if people can work well with it.

In addition, managing digital technology, satellite communications and other technologies is also a major challenge in itself. Our discussions support this.

As a technology provider making tools which support people to achieve their operational goals, you will benefit from being part of our discussions.

You can be in the room when shipping company technology buyers discuss what works and what doesn't, or what they would like to see more of.

You can get valuable market insights into how to develop your products in ways which the industry would find useful, and what your peers and competitors are doing.

We imagine the future may contain many interchangeable digital components performing similar tasks, and this future will lead to bigger benefit from technology for buyers and greater sales of technology products for providers. You can be part of this too.

There is no single answer to how to align people, technology and maritime operations, it is different in every case and every place. But there are patterns, we can learn from others and build frameworks of what works.

We usually know where we want to get to, the challenge is knowing how to get there.

This is what People Tech Maritime supports – organising discussions and recording and sharing them in written form, supporting learning in all forms. With live events, webinars, publications and courses.

As a technology user or manager, you can learn how technologies can work better and how to get more out of them, and what is new, with technologies presented in the context of how they help people with their maritime tasks. As a technology provider, we support you to join the debate and talk about what you can do.



# OUR CORE TOPICS

## The core topics we look at within people tech maritime are about digital and decarbonisation.

In digital, we look at maturing our digital and communications infrastructure management, including satellite communications. We look at understanding the contribution advanced technologies can make to people's maritime tasks (from financial decision making to maintenance management), cybersecurity management, decarbonisation data and digital technology, training technology, navigation technology.

In decarbonisation, we look at physical tech - ammonia fuels, shipboard CCS, biofuels, energy saving devices, and people tech - training, awareness, decision making support.

For new fuels we look at fuel availability, required safety systems, competency management.

## OUR APPROACH

**There is no secret to better people, technology and operations alignment – but it can be hard. Our business will make it easier by organising workshops, forums and webinars to discuss it and share the learnings through our publications.**

There is no one size fits all here. Our workshops will focus on very specific topics. Our core competency is designing the forum.

We offer a number of conceptual tools to help

get started, such as componentisation (reducing a bigger challenge to interchangeable components) and focussing on situation awareness (what individuals in various roles need to see).

This way companies should be able to support the development of decision-making skills among their staff, and ingrain well-worn habits of making the right kind of decision making”.

People do specific tasks in companies, and that hasn't changed. They have specific tools to do it with. We want to support people to do these tasks better. Execution is what differentiates strong and weak companies.



We get there faster by sharing templates, supporting decision, helping people understand, supporting people to think more deeply.

We can discuss standard components – parts of the digital technology ecosystem that can be well understood, with potential to replace a component from one company with a component from another.

This is not a formal “standard” but a de facto standard, in that it is an understood way of doing things. Just as we do things in the non-digital world, with people and businesses doing standard and interchangeable roles.

## Our publishing is designed to serve the knowledge sharing needed here.

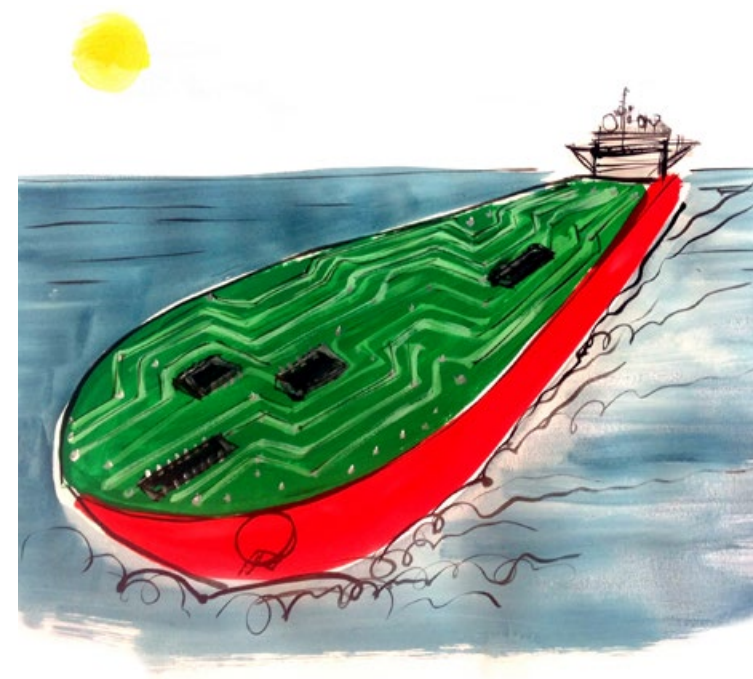
When we have discussions and share experiences about different aspects of people, technology, maritime, they benefit from sharing with a wider audience. Journalism with print or written media is the ideal format for doing this, since it is much more time efficient and straightforward than watching video.

A skilled journalist can distil the most useful points of a two-hour conference session into an article which can be read in 5 minutes and used as a long-term reference material.

While we can make our reports available online as soon as they are written, the packaged content format is also highly useful, in the form of a A4 magazine shared on print and pdf format.

Our magazine *People Tech Maritime* will be published four times a year, in September, November, March and June. It will be 20-30 pages and carry full page advertising. It will be distributed to our 30,000 readers via our e-mail newsletter, with a limited print circulation.

We will also produce a weekly newsletter, send to 30,000 readers, including company news relating to people, technology and maritime (both for digital technology and decarbonisation technology). The newsletter will invite people to download our pdf magazine. It will also carry banner advertising.



### Print Advertising

**Full Page Ad – €2,000**

Appear in People Tech Maritime, a high-quality PDF + print magazine distributed quarterly in September, November, March, and June.

Circulated to thousands of shipping professionals across technical, operational, and commercial roles.

### Newsletter Advertising

**Banner Ad – €1,000/month (4 insertions)**

Promote your message in our weekly email newsletter, sent to over 30,000 maritime professionals.

Ideal for product launches, brand awareness, and webinar/event promotion.

### Website Sponsorship

**€1,500/month**

Your banner ad displayed on high-traffic pages: homepage, news articles, event pages

Visible to a targeted audience of maritime decision-makers

Linked to your site or campaign page



The team behind People, Technology, Maritime have run over 160 webinars on the topic, in publications Digital Ship, Tanker Operator and Carbon Capture Journal. During this time, we have directly connected many technology providers with customers. You may see our Digital Ship webinars on the YouTube page [here](#)

The clear advantage of the webinar format is that it reaches an audience at their desks or homes.

Attracting an audience to a webinar and running it successfully is far from easy. This is not like running a business meeting. It requires a unique message which offers something to an audience and does not sound like a sales pitch.

Every webinar attracts a different audience. Doing a webinar with us is not about giving your message to “our” audience but about using our reach to gather a new audience who are interested in what you have to say. Uniqueness can be the most important element.

Our webinar service includes helping you choose a message, crafting a title and a few paragraphs of text who will attract an audience, promoting the webinar to our newsletter recipients, helping you plan the webinar, running the actual webinar, providing you with lists of audience members who consented to us sharing their contact details with you, and uploading the webinar to YouTube.

## Webinar sponsorship – €2,500

### What's Included:

- Custom topic & messaging support – We help shape a strong, non-salesy message
- Title, copy & promo material creation
- Promotion via our newsletter (30,000+ subscribers)
- Live webinar hosting – We handle the tech and moderation
- Audience list sharing – contact info for those who opt in
- Recording uploaded to YouTube for continued reach



## DIGITAL - DECARBONISATION

The maritime industry is preparing for the 2030s. We want robust digital infrastructure, watertight cybersecurity, granular systems for monitoring emissions, support for crew competency development, and appropriate use of LLM tools. How do we get there?

Come and discuss and share how technologies can support people to achieve maritime industry goals. The event addresses different aspects of digital and decarbonisation over two days. **Free to attend for shipping company employees.**

### FIRST DAY:

**Digital technology day: for IT managers / IT department, CIOs**

Managing data and software for decarbonisation

#### WHAT IS DIGITALISATION MATURITY

- What is the best way to manage a portfolio of software applications?
- How do we best define “future proof” when it comes to digital technology?
- Can we make our communications infrastructure easier to manage?

#### HOW DO WE BEST WORK WITH ADVANCED TECHNOLOGIES

- How can we best use LLMs in ship operations?
- What AI tools add the most value in operations
- What should IT managers be aware of which is emerging / on the horizon?

#### MAKING CYBERSECURITY EASIER TO MANAGE

- Approaches to operational cybersecurity which work
- How to handle IACS cybersecurity regulation

### SECOND DAY

**Decarbonisation technology day - for vessel performance / decarbonisation / technical managers and people working with digital tools**

#### MORNING – ALTERNATIVE FUELS, PARTICULARLY BLUE AMMONIA

- Understanding ammonia fuel and experiences with it
- Making it easier to get situation awareness of where we are
- Technologies to support alternative fuel training

#### AFTERNOON– MANAGING DATA AND SOFTWARE FOR DECARBONISATION - GETTING SITUATION AWARENESS

- The necessary situation awareness for decarbonisation is different for crew in the engine room or deck, for superintendents, for vessel performance managers, for commercial people and senior managers making investment decisions. What specifically do people need to know and are they being provided with it?
- How can it be easier to work with sensor data
- How can we use AI in decarbonisation modelling
- What is the best data infrastructure for decarbonisation

### SUMMARY OF SPONSORSHIP OPPORTUNITIES

#### PLATINUM SPONSOR - €8,000

Most prominent sponsor logo – 20 minute speaker slot – only one available

Logo on all event materials, and promotion in our newsletter and magazine.

#### Gold Sponsor – €5,000

Includes a 20-minute speaking slot, logo on all event materials, and promotion in our newsletter and magazine.

#### Silver Sponsor – €3,000

Participate in a panel discussion, with full branding across event materials and digital platforms.

#### HOSPITALITY SPONSORSHIP

##### Lunch Sponsor – €2,000

Branding during the lunch break, signage, and mentions in event materials.

##### Coffee Break Sponsor – €2,000

Includes signage and verbal acknowledgment during breaks.

All sponsors are promoted before, during, and after the event through our:

Newsletter (30,000+ recipients)

Event pages

Printed & digital magazine

The team behind People Tech Maritime have also worked on Digital Ship magazine, Vessel Performance Info, Tanker Operator magazine, Digital Energy Journal and Carbon Capture Journal.

Our company, Future Energy Publishing, also publishes Tanker Operator magazine (since 2001), Carbon Capture Journal (since 2007), Digital Energy Journal (since 2006) and Finding Petroleum (since 2007).

#### What we bring to the table:

- Ability to put discussions together
- A structure to support industry to move forward.
- Organising the discussion and knowledge development.

Our team includes two journalists, Karl Jeffery and Matt Stevens, who also take the lead on our conferences, bringing stories and discussions to life with curiosity, clarity, and a deep understanding of the sector.

We are joined by a seasoned sales professional, David Jeffries, who knows the maritime industry inside out and keeps us connected to the people and businesses that drive it forward.

Our marketing and webinar lead, Farah, makes sure our insights reach the right audiences and that every online event feels like a real conversation, not just another screen.

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