

People Tech Maritime is about how the pursuit of maritime industry business goals can be improved with a better people-technology relationship.

There are many elements to the people technology relationship in shipping. The obvious one is how well people can use the technology. The next most important one is how easy the technology is to manage, which we might call the 'digital maturity'. Another important element is how easy the technology is to understand. We also have technology being used to training people, and people getting together to share their experiences with technology.

With all of these, we find the people-technology relationship works better if we see technology is discrete components which work together to help us reach our goals, rather than expecting technology to serve our goals in one piece.

People Tech Maritime produces conferences, a magazine, webinar, a weekly newsletter and website to support all this. We are focussed around digital technology and decarbonisation technology.

If your company produces technology and products for the maritime industry which are designed to help people get more out of technology, we offer you a terrific way to meet and discuss with potential customers, and share what you can do.

We run annual events and workshops in Athens, Bergen, Oslo and Singapore with speaking / sponsorship opportunities. We have a newsletter sent to 28,000 people. We produce a quarterly pdf magazine, including comprehensive reports from our events, which is sent free to these 28,000 people in our newsletter. We offer sponsored webinars, which we produce, promote and operate for you.

Further information is in this media guide.

Sales Contact

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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.



For the latest event plans see www.peopletechmaritime.com

This is the plan as of October 2025

OSLO

People Tech Maritime - digital. March 17, 2026

A better pathway towards digital maturity

ATHENS

People Tech Maritime - digital, April 21, 2026

A better pathway towards digital maturity

People Tech Maritime - decarbonisation, April 22, 2026

Supporting decision making for decarbonisation with digital tools

SINGAPORE

People Tech Maritime - digital - May 2026

A better pathway towards digital maturity

ATHENS

People Tech Maritime - digital, October 2026

A better pathway towards digital maturity

People Tech Maritime - decarbonisation, October 2026

Supporting decision making for decarbonisation with digital tools

BERGEN

People Tech Maritime - digital, October 2026

A better pathway towards digital maturity

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



OUR PDF MAGAZINE

To improve the people-technology relationship in maritime we need to share knowledge. This is what our pdf magazine, People Technology Maritime, is for.

Much of our magazine content is in-depth coverage of our events, so you can see the most interesting insights that were shared.

Our skilled journalists 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.

Readers can watch videos and access slides of the talks if they want more information.

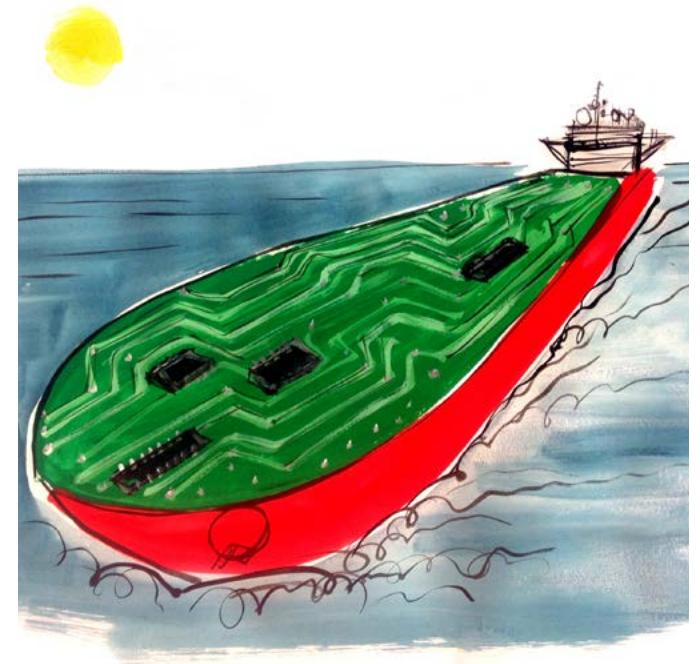
Since our subject matter is so unique and important in maritime, we imagine our pdf magazines will be read for many years after publication.

All of this adds more value to the companies which sponsor and speak at our events.

We offer advertising space within our magazine, which you can use to reach our large, international, high level audience.

The magazine is published quarterly, distributed in September, November, March and June, with each issue carrying coverage of our previous events, and other useful material relating to digital and decarbonisation technology.

It will be distributed to our 30,000 readers via our e-mail newsletter. We may also make a print circulation.



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

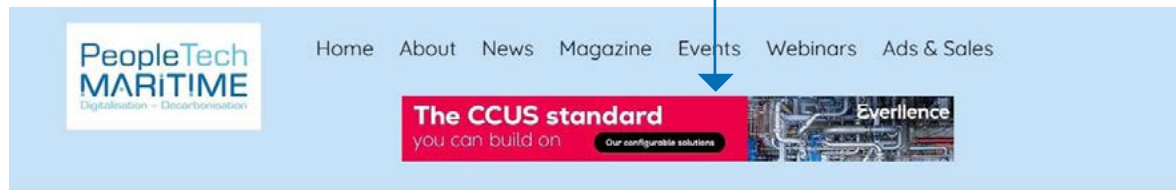
Your banner ad displayed on high-traffic pages: homepage, news articles, event pages

Visible to a targeted audience of maritime decision-makers

Linked to your site or campaign page

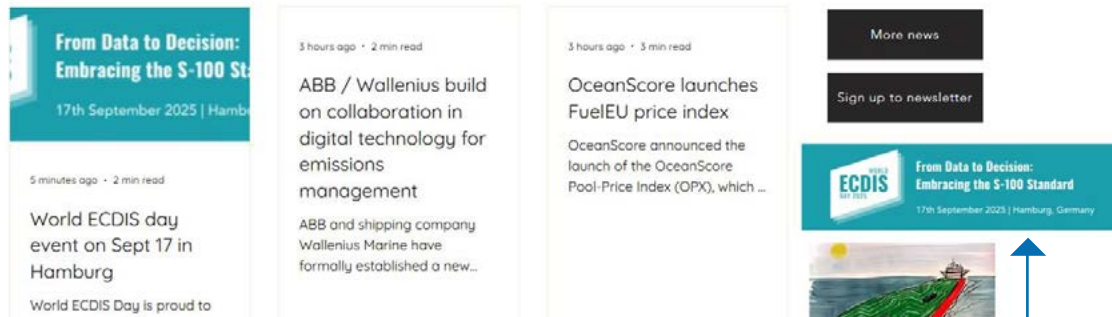
Leaderboard position

728 x 90 pixels



Right hand position

375 x 100 pixels



**PeopleTech
MARiTIME**
Digitalisation – Decarbonisation

SEPTEMBER - NOVEMBER 2025 www.peopletechmaritime.com

**One Ecosystem. Every Insight.
A global leader in the digital
maritime sector.**

"With Danelec joining the GTT Digital division, we are building the leading digital platform in maritime, now serving over 17,000 vessels worldwide and empowering shipowners to achieve peak performance, enhanced safety, and ambitious decarbonisation goals."

Casper Jensen, Executive Vice President Digital at GTT

Danelec

WEBINARS

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 webinars produced by People Tech Maritime team in their former work with Digital Ship on Digital Ship's YouTube page

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



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 content team is Vaida Berkecz, former conference producer with Digital Ship, and Karl Jeffery, who has been a maritime technology journalist since 1998.

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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