Journée agile 2025
by PYXIS
May 23rd, 2025
Palais des Congrès - Liège
PALAIS DES CONGRES
PALAIS DES CONGRES
15th edition
Sponsorship Dossier

V2 – 28/10/2024

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Introduction

Palais des Congrès - Liège

May 23rd, 2025

In 2010, the DotNethub / AgileHub association decided to create a community event to share knowledge around agile approaches.

Since 2014, Pyxis Belgium has taken over the reins of the organization.

Since the beginning of the adventure, our aim has been to make the event as accessible as possible, to as many people as possible, without ever compromising on quality.

Since then, Agile Day has become the biggest event in Belgium on the theme of agility.

At the heart of the discussions :

- Agile approaches in the broad sense (Scrum, XP, ...)
- Agile mindset
- Collaborative management
- Leadership
- or about Personal development

In 2025, the 18th edition of « Journée Agile » will take place on Friday May 23rd, in the « Palais des Congrès » of Liège.

We count on you - whether you've been supporting us from the beginning or are new partners - to make this day an exceptional event!

Pyxis in a nutshell

In 2014, Pyxis Belgique was born and took over the reins of the Agile Day organization.

But Pyxis is first and foremost your partner for all your agile needs:

- Strategic consulting and organizational audits
- Digital and agile transformation
- Team coaching (Agile Coach, Scrum Master, etc.)
- Technical expertise and practical support

In addition to our presence on the ground alongside you, we train your teams:

- Agile training and certification (Scrum, Lean, Kanban)
- Collective Intelligence practices and tools
- Mindset and Soft Skills
- Technical coaching

« Journée Agile » in figures

10
countries

Over the years, Agile Day has acquired an international reputation, welcoming speakers from Belgium and abroad: France, Luxembourg, Switzerland, Tunisia, Canada, the Netherlands, India, the United States and the Czech Republic.

Since 2019, Agile Day has also been exported to Switzerland.

+ 360
speakers

We have welcomed over 360 different speakers of all profiles: professional speakers, entrepreneurs, agile coaches, scrum masters, product owners, testers, etc.

Each year, we welcome nearly 30 speakers for more than 20 sessions over the course of the day.

« Journée Agile » in figures

3.700
participants

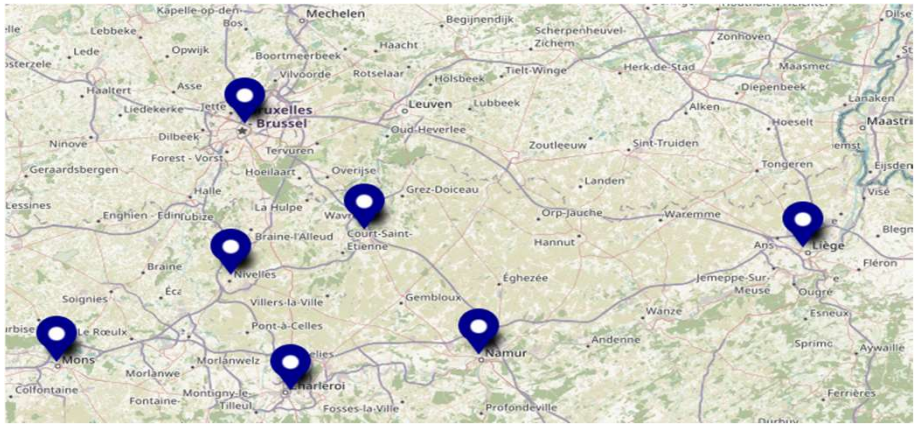
In 17 editions, we have welcomed over 3,700 participants to Agile Day, at 7 different locations in Wallonia and Brussels.

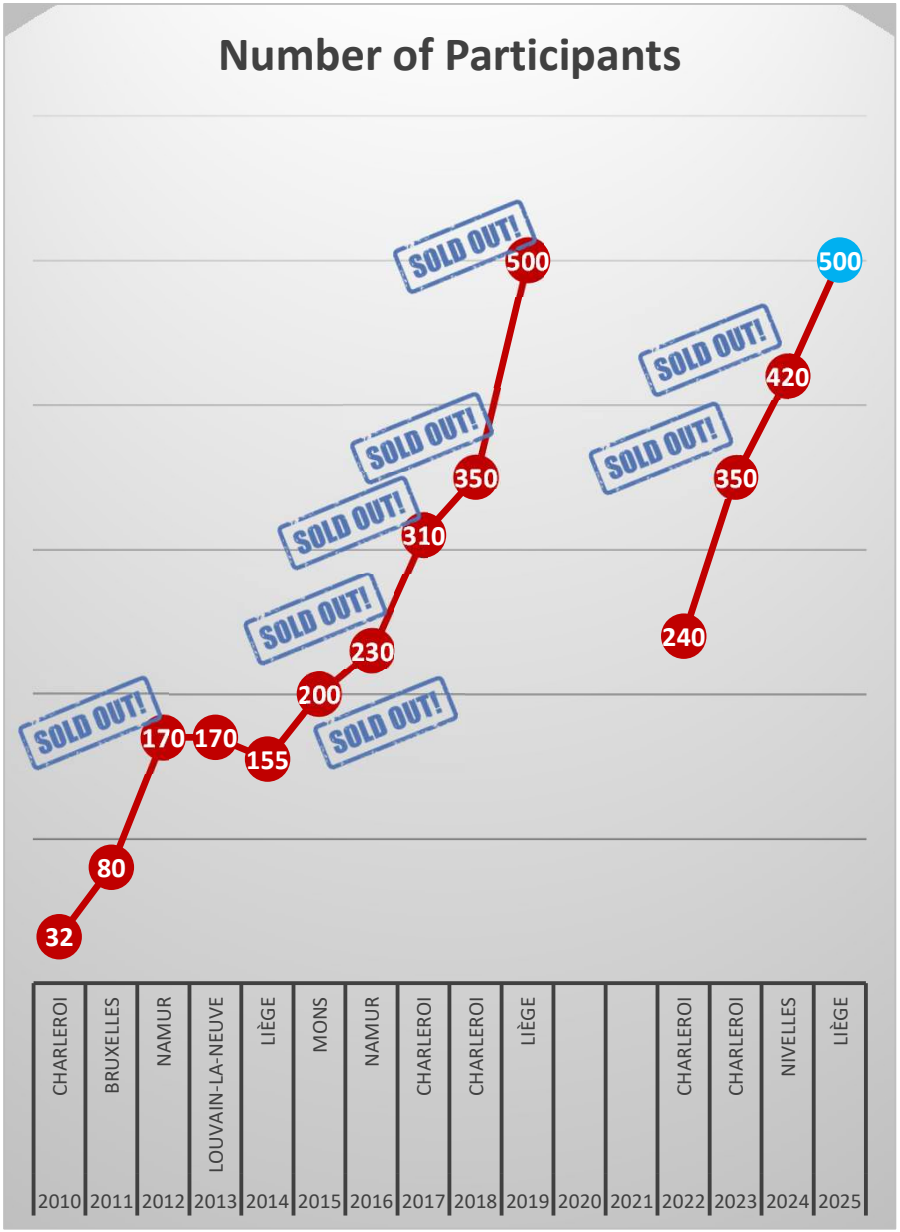
In constant progression since its creation, 500 participants attended “Journée Agile 2019”, pushing us, year after year, to find larger capacity venues!

Converted to digital format during the health crisis, the “Studio Agile” brought together over 650 participants over 5 editions, between September 2020 and February 2023.

In 2022, the face-to-face “Journée Agile” is back on the calendar (and growing), to the delight of participants and organizers alike!

7
cities





« Journée Agile » highlights

Created in 2010, the Agile Day is attracting an ever-growing audience.

Bringing together around thirty people in Charleroi in 2010 for its first edition, and after having passed through Wallonia's biggest cities - such as Liège, Mons, Louvain-la-Neuve, Brussels and Namur - the organization is expecting close to 500 people this year.

Above all, though open to anyone, the event brings together influential individuals at all levels from over 80 different companies (e.g. BNP Paribas, AXA, SONACA, Thales, Federale Assurances, Forem, Lampiris, SWIFT, VOO, ORES, RTBF, RTL, Ingenico, Immoweb, Croix-Rouge, D'ieteren....).

Keynotes :

- In 2013, **François Beauregard** (Canada) shared his experience as an entrepreneur, discussing the challenges of "Being a Boss in a Company that Doesn't Want a Boss. »
- In 2014, ***Jurgen Appelo*** (Netherlands / Belgium) delivered a keynote in English on the theme "Management 3.0 - The Leadership Crisis."
- In 2015, ***Laurence Vanhée*** (Belgium), named HR Manager of the Year 2012, presented her vision of "Happiness at Work."
- In 2016, ***Steffan Surdek*** (Canada), author of the book "A Practical Guide to Distributed Scrum," talked about the "Silent Leadership Crisis."
- In 2017, ***Marie-Christine Legault*** (Canada) discussed Agile Marketing - a new business reality.
- In 2018, ***Jean Trudel***, ***Lisa Norton, Geoff Fitch et Tom Murray*** (Canada and the United States) introduced an innovative concept: Participative Agility.
- In 2019, ***Claude Aubry*** (France), author of the books "Scrum" and "The Art of Becoming an Agile Team," warned us about the pitfalls of Fake Agile.
- In 2022, ***Jurgen Appelo*** (Netherlands / Belgium) returned as a keynote speaker to share his new challenges and the UnFix model.
- In 2023, **Thomas Gibot** (Switzerland) taught us that "Achieving Your Dreams is a Skill! »
- In 2024, we organized 2 keynotes: **Douglas Squirrel** (England) talked about “Agile Conversation and Elephant Carpaccio”, while **Jean-Christophhe Conticello** (Belgium) presented “Live an agile transformation like a startup”.
- For 2025, we are finalizaing the discussions with an « agile legend »!

A more eco-responsible event!

Transport, Catering, Goodies, …
An event like this necessarily has a significant impact on the environment.

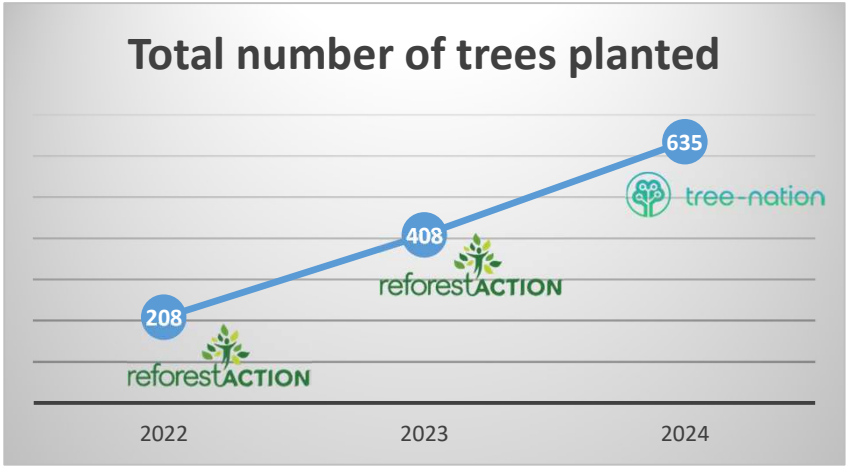
Since 2020, we've been committed to the environment and choose - when we can - partners with a more eco-responsible and local approach.
And we also encourage our sponsors to do the same through their choice of goodies, for example.

Since 2023, we've been partnering with ISIT (Institute of Sustainable IT) putting them in the spotlight, and we've decided to donate part of the entrance tickets to plant trees.

In 2024, we put the spotlight on "The Week" initiative

A small contribution, on our own scale, that we hope to increase over the years!

tree-nation



Help us make our contribution even greater!

Our sponsors over the years

UCM indépendants & unis

HMS

Nexum

Scrum Alliance

Agile Alliance Sponsor

nsi A CEGEKA COMPANY

BuSI

EVS

ISIT Institute for Sustainable IT

agile tour

GAMBIT FINANCIAL SOLUTIONS

Scrum.org The Home of Scrum

selligent

afelio DIGITAL EXPERIENCES CREATORS

YOUR LOGO HERE

THE PODCAST FACTORY ORG asbl-vzw

Agilys

technofutur TIC

YUZZU

Maltem Consulting Group

wiveez

wemanity The Agile Driving Force

ONIRYX Make IT happen

Pentachord your projects like music paper

PYXIS savoir agile, faire mieux

sponsored by digital wallonia .be

EPHEC

héna HAUTE ÉCOLE

GENESIS CONSULT IT Consultancy Services

Sparkle

mi8

BOSA Federale overheidsdienst Beleid en Ondersteuning Service public fédéral Stratégie et Appui

Satellit DEDICATED EXPERTS DELIVER

A&ES

RiseSmart a Randstad company

ALTEA TEST & QUALIFICATION - by Consort NT

arexo We live your IT

GAMING1

The revised and improved 2025 edition

Rooms and Sessions

Workshops, conferences, feedback...
For 15 years, providing the best program for participants!

- 1 to 2 keynotes
- 4 to 5 parallel rooms
- More than 20 sessions

More attention to sponsors

We will pay particular attention to providing greater visibility for all our sponsors

- A central space
- Closer to participants

Even more eco-responsible7

Our ambition is to increase our contribution to eco-responsible initiatives

- Careful selection of suppliers
- Limiting goodies and printables
- **Raising awareness among sponsors**

Networking

You name it, we've got it!

- More lunch time
- Networking space at the end of the day
- Easier connections to sponsors

Mobile application

During the Innovation Game 2024, you suggested improvements.
We heard you!

- Revamped and improved mobile application experience

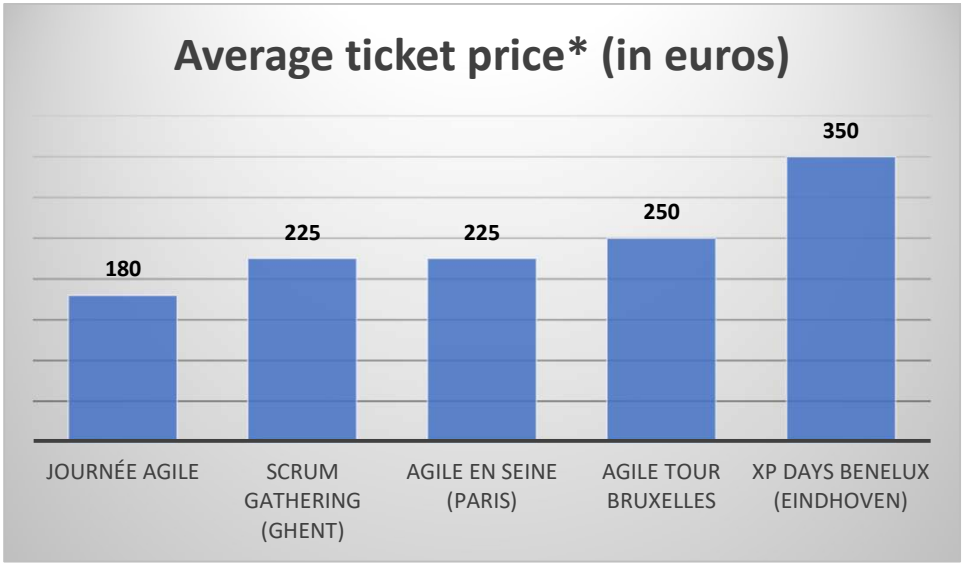
Budget and Costs

		Description
rooms	20%	Room rental for conferences
catering	55%	Catering (reception, lunch, closing cocktail reception)
speakers	10%	Keynote speaker fees (and any assistance to speakers)
giveaways	7%	Merchandising (identification and souvenir goodies for participants)
Welcoming Participants	6%	Welcoming participants
marketing	2%	Promoting the event

Despite galloping inflation, we try to keep prices as affordable as possible for our participants, to make the event accessible to as many people and companies as possible.

Over the years, this approach has enabled us to remain the most accessible agile event!

The contributions of our various corporate sponsors enable us to finance our cost items, as indicated above.



** For 2-day events, we have calculated a daily rate, to make events comparable.*

Check the following pages for details of each of our offers, and their specific conditions.

Price list

	Bronze	Silver	Gold	Platinum
	1.000 €	3.000 €	5.000 €	7.500 €
Individual acknowledgment during the event	✓	✓	✓	✓
Logo on the website + social media publication	✓	✓	✓	✓
Logo in the « Journée Agile » mobile application		✓	✓	✓
Participation in a prize presentation for a contest		✓	✓	✓
Free entries		2	4	8
10% discount on all your entries (excluding Early Bird)		✓	✓	✓
Booth in the sponsor area*		*+1.500€*	3m²	6m²
Logo on digital display			✓	✓
Integrated advertisement in a newsletter			✓	✓
Continuous digital display of a video or animation			*+500€*	✓
Logo on participants' badges			*+500€*	✓
Logo on one of the « Journée Agile » activities			*+500€*	✓
2-minute speaking slot			Closing	Opening
Sponsored conference (limited slots)			*+1.000€*	✓
Presentation of your exclusive offer on the website				✓
Recording of a podcast episode				✓

All prices are excluding VAT

- *The size of your space (3m² or 6m²) depends on your sponsorship package. You can also upgrade from 3m² to 6m² for an additional €1,500.*

Offers details – Part 1

Individual acknowledgment during the event

You are highlighted during the event, either during introductory or closing sessions.

Logo on the website + social media publication

Your logo will be displayed on our website www.journeeagile.be and will also be featured in a special acknowledgment post on social media.

Logo in the « Journée Agile » Mobile Application

For environmental reasons, we no longer distribute paper booklets to participants, but a mobile application (iOS and Android) is provided, featuring the day's schedule. Your logo is prominently featured in the application.

Participation in a prize presentation for a contest

A contest is organized at the end of the day. You have the opportunity to provide one of the prizes to be distributed to participants. You will then be honored during this contest.

Free Entries

You receive complimentary entries.
Invite your clients and partners!

You are responsible for your registrations, including for the complimentary entries. You will receive a special code to use these free slots.

NOTE: each person at the stand must have their own entry ticket (free or at a reduced rate)

10% Discount on All Your Entries

Benefit from a reduced rate on all your entries.
Take advantage of this to invite your clients, employees, and partners!

Offer NOT VALID on "Early Bird" rates. You are responsible for your registrations. You will receive a special code to use this discounted rate.

Offers details – Part 2

Booth in the sponsor area

Welcome participants to your own stand!

We can provide you with a table and a power supply if necessary. You can use the space according to your needs (rollup, goodies, etc.)

You can't put up displays (rollup, beach flag, etc.) outside your stand.

** The size of your space (3m² or 6m²) depends on your sponsorship package. You can also upgrade from 3m² to 6m² for an additional €1,500.*

Logo on digital display

Screens will be set up throughout the conference venue. Your logo will be displayed at regular intervals.

You are responsible for providing a print-quality logo at least one week before the start of the conference.

Continuous digital display of a video or animation

You can ask for a video to be displayed on the screens at the conference venue.

Video of 1mn max.

You are responsible for providing the corresponding video at least one week before the start of the conference.

Integrated advertisement in a newsletter

Between now and the event, newsletters will be sent to all our past participants.You will have the opportunity to insert a short text in one of them (with your logo), to highlight your company.

The offer depends on our publication schedule. Unplanned communications will not be sent on an exceptional basis.

You are responsible for providing the corresponding text, with our validation to ensure communication consistency.

Logo on participants' badges

Your logo appears on the badge worn by each participant/speaker.

Logo on one of the « Journée Agile » activities

We'll provide entertainment to make sure participants have an unforgettable day, such as a photo booth.

Your logo is part of it!

This option is NOT guaranteed.

Its availability will depend on the animations chosen for the day.

Offers details – Part 3

2-minute speaking slot

You'll have a 2-minute slot during the introductory or closing plenary session (depending on your sponsorship) to present your company.

Sponsored conference (limited slots)

You absolutely want a conference during the event? This option is for you!

This conference (50mn) will be noted as a "Sponsored Session" on the program.
It cannot be a purely commercial session and must be aligned with the Agile Day theme, otherwise it may be refused by the organizing team.

The team must receive the theme and summary at least 1 month before the event.

Please note that the number of slots is limited - first come, first served! You always have the possibility of proposing other sessions via the call for speakers.
Being a sponsor does not favour the selection of your session.

Presentation of your exclusive offer on the website

On the "Journée Agile" website, you can publish an article presenting and highlighting your business offer.

Recording of a podcast episode

Want to showcase your activities and your company? Record a podcast that will be broadcast on our channel to our 3,000 listeners!

Podcast lasting between 15 and 30 minutes max. We are responsible for recording, interviewing and broadcasting the episode on our channel.

Would you like to go further? Exploit the soundtrack? Record other episodes? Create your own podcast?
Contact us for training in podcast creation and operation!
Specific offers are available.

Organizing team

The **Journée Agile community**, supported by Pyxis Belgium, is a community of volunteers whose aim is to spread the values, knowledge and know-how of agility, collaborative management and new ways of running a business in French-speaking Belgium.

Adress of the day

Palais des Congrès
2 Esplanade de l'Europe
4020 Liège

Contact

ORGANIZORS :
Norman Deschauwer & Pierre-Emmanuel Dautreppe

ndeschauwer@pyxis-belgique.be
pedautreppe@pyxis-belgique.be

You would like to become a sponsor :
Email: sponsor@journeeagile.be

You would like to propose a session (become a speaker) :
Email: speaker@journeeagile.be

You want to join the organizing team :
Email : volontaire@journeeagile.be

https://www.journeeagile.be