

Nomination: 21207

PLDT Enterprise PH Digicon 2023 Vision

Page: General Information

Name of Organization / Company

PLDT and Smart

Logo

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Web Site Address

<https://pldtenterprise.com> (<https://pldtenterprise.com>)

Page: Entry Information

Entry Title

PLDT Enterprise PH Digicon 2023 Vision

Category

N01 - N07 - Award for Innovation in Technology > N03. Award for Innovation in Digital Transformation > All Other Industries

Submission Format

An Essay of up to 625 Words

Essay

The Philippines has been on a gradual digitalization journey, but a key milestone was reached with the 2016 establishment of the Department of Information and Communications Technology,[1] formalizing the government's commitment to digital transformation.

Strides have been made since. Accelerants from the pandemic quickened pace,[2] and the country now vies for a regional slice as a strategic AI and hyperscaler hub.[3][4]

Digitalization is projected to unlock P5 trillion for the economy in 2030 if fully realized.[5] Thus the need to accelerate digital transformation across all sectors is paramount.

More so for micro, small and medium-sized enterprises (MSMEs) who comprise 99.56% of the economy,[6] yet remain marginally adopted to digitalization.

The Philippine Digital Conference (PH Digicon) expedites this national agenda.

Conceived in 2014 by PLDT Enterprise, the business solutions arm of the Philippines' largest telecommunications provider,[7] the annual Digicon is at the forefront of its digital revolution. It is uniquely reimagined each year with a distinct theme to spotlight facets of tech innovation.

In 2023, it was themed VISION: Reimagine Tomorrow's Enterprise – to “empower enterprises, ignite future-forward thinking, explore cutting-edge technologies, and inspire leaders and business owners to drive success in the ever-evolving business landscape” – and hosted at the Marriott Grand Ballroom on October 12–13, 2023, deviating from previous hybrid formats (physical + virtual attendance) in favor of an exclusive in-person event.

There were three objectives:

1. Communication – Disseminate information to attract audiences; increase registration and make it a must-attend event.
2. Marketing – Reinforce perception of PLDT Enterprise as the digital space thought leader.
3. Business – Attract partners who share in the digital agenda, and project PH Digicon as a solution in achieving digitalization.

Though prior Digicons were limited to C-level executives, entrepreneurs, and global tech experts, invitations expanded to academe, students, tech organizations, government representatives, and start-ups resulting in a far more inclusive and multi-faceted summit.

Recent keynote speakers were also more celebrity than cyber. Digicon 2023 reverted to its digital roots by tapping a guest aligned with the theme: Simon Sinek, a “visionary thinker. devoted... to help advance a vision of the world that does not yet exist.”

The MVP Group participated to address broader industries, and entrepreneur-centric QBO, IdeaSpace, and Go Negosyo joined, demonstrating the shift on digitalizing SMEs.

Designed as an incubator for groundbreaking ideas and a launchpad for scalable digital initiatives, PH Digicon 2023 drew roadmaps for enterprises seeking to navigate their digital journeys and showcased innovations that support digital ambitions.

Plenary Sessions and a Tech Leadership Forum covered the hottest tech topics (Data Centers, Cloud, AI and IoT, and Smart Cities). A new activity included Start-Up Innovation Challenge, a problem-solving hackathon where startups worked on real-life challenges using current technologies. Digicon City featured SME Zone, Digi Fest, and an immersive, gamified DigiGrounds.

As a result, Digicon achieved an unprecedented 81% increase in attendance, drawing 7,393 delegates. Not merely a numbers game; it signified a renewed demand for face-to-face interactions, deep networking, and experiential learning that virtual platforms struggled to replicate.

Success was further reflected in post-event metrics.

With 99% of attendees willing to recommend Digicon and 93% indicating their intent to return next year, the summit delivered exceptional engagement and satisfaction.

Top keyword searches post-event identified PLDT Enterprise as the country's thought leader for digital transformation – the trusted partner in the Philippines' digital evolution.

Lastly, preeminent tech companies signed up to get on the ground floor of a Philippines at the precipice of going full-blast digital.

In delivering a mix of innovative technology, practical guidance, and strategic networking opportunities, PLDT Enterprise's PH Digicon 2023 provided infrastructure and insights that empower enterprises of all sizes.

And far more than a B2B event, it is a catalyst that energizes the nation's digital ambitions.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[REDACTED]

[REDACTED]

[REDACTED]

File 2

[Redacted]

[Redacted]

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

No

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