

STADT.LAND.TECH

Smart Country Convention | 30.09. – 02.10.2025
hub27 | Messe Berlin

SMART
COUNTRY
CONVENTION

Text Modules Smart Country Convention 2025

To ensure the success story of this year's Smart Country Convention 2025, it is important to have strong partners to support our communications. This document provides a selection of texts and text modules for that purpose. You are welcome to use the texts below and share information on the event via your communication channels (newsletter, website, events calendar and social media etc.). Many thanks!

Your communications contact is:

Lisa Murche

Mail: l.murche@bitkom-service.de

Phone: +49 151 18882725

KEY FACTS

Date: 30/09/ – 02/10/2025
Venue: hub27, Messegelände Berlin
Website: <https://smartcountry.berlin>
Social Media: X | [LinkedIn](#) | [Facebook](#) | [Instagram](#)
Hashtag: #SCCON25

NEWSLETTER, MAILINGS & WEBSITE

Intro Text #1

Modern government, digitized authorities and smart cities: The Smart Country Convention is the leading event for innovating the public sector and digitizing our cities. From 30 September to 2 October 2025, the three-day event will bring together local government, politics, the digital economy, associations, start-ups and science at the Berlin Exhibition Grounds. With more than 18,000 participants, the #SCCON25 is a must for all those who are driving to shape the digital transformation of the public sector. More than 7 stages, various deep-dive workshops, and a broad expo area with more than 400 partners and will gather decision-makers and pioneers from both digital economy and politics.

Click here to save your free ticket: <https://www.smartcountry.berlin/en/visit/tickets/>

Intro Text #2

Taking as its slogan 'City.Country.Tech', the Smart Country Convention from From 30 September to 2 October 2025 will focus on the latest trends and key challenges of e-government, smart cities and smart regions. Within more than 400 sessions, on 7 stages and numerous workshops, first movers will show how digitization can be put into practice, developing the digital cities and regions of tomorrow. The convention expo will augment the stage presentations with demonstrations – digitization close-up. On the third day of the event, the SCCON Career Day will put the topic of career development and management in the spotlight, enabling employers and talents to connect and discover new opportunities. As the leading event for the digitalization of the public sector, the Smart Country Convention will gather more than 18,000 representatives of local government, politics, digital economy, associations and science: a must for everyone shaping the future of cities and administrations.

Register for free here: <https://www.smartcountry.berlin/en/visit/tickets/>

SOCIAL MEDIA

We would be delighted if you mention us on social media! Let's connect on our main channels:

LinkedIn: @smartcountryconvention

X (Twitter): @SmartCountryCon

Instagram: @smartcountryconvention

You are also welcome to mention us on other platforms - simply use the hashtag **#SCCON25**.

Sample Posts for LinkedIn, Instagram & Co.

- As the leading event for the digital state, the Smart Country Convention is taking place for the 8th time – and we are back again as a #SCCON25 partner! From 30 September to 2 October 2025, we will be digitizing the #PublicSector. Free tickets are available at: <https://www.smartcountry.berlin/en/visit/tickets/>
- Modern administration, digitalized authorities and connected cities: the public sector needs innovation and collaboration. At the Smart Country Convention, experts from politics, digital economy and public administration will show how digital transformation can succeed. Experience more than 650 speakers, 400 exhibitors, exciting workshops and new career opportunities from September 30 to October 2 at #SCCON25 – the leading event for the digital state.

As a partner, we are supporting the Smart Country Convention and look forward to an inspiring discussion! For additional information: <https://www.smartcountry.berlin/en/>

- City.Country.Tech. The Smart Country Convention focuses on groundbreaking ideas, concepts and solutions for the digitalization of the public sector – drop in and take a look into the digital future at the #SCCON25 from 30 September – 2 October 2025. Register for free at: <https://www.smartcountry.berlin/en/visit/tickets/>

Sample Posts for Twitter, BlueSky & Co.

- We are partnering with @SmartCountryCon! Together, we will shape the digitization of the public sector at the #SCCON25 from 30 September to 2 October 2025. Register for free at: <https://www.smartcountry.berlin/en/>
- City.Country.Tech. The @SmartCountryCon is back from 30 September to 2 October 2025 – and we are back again as a partner of #SCCON25! Find out more here: <https://www.smartcountry.berlin/en/>
- Save the Date: from 30 September to 2 October 2025, we will be digitizing the #PublicSector at the @SmartCountryCon #SCCON25. Find out more: <https://www.smartcountry.berlin/en/>