

INTERSECTION19

Designing Enterprises for Better Futures

Conference
September, 17-18
Lisbon, Portugal



Sponsoring Information

X19 Designing Enterprises for Better Futures

Intersection is the worldwide leading event for Enterprise changemaking by Design, or Enterprise Design. Our sixth edition will be held at the Academy of Sciences in Lisbon.

This year's theme is Designing Enterprises for Better Futures. Design as a field is about making people's lives better, yet we struggle to deliver meaningful impact. Instead of tackling the big issues of our societies and economies, we limit ourselves to designing products or services — in isolation, and without considering the enterprise change required to deliver value at scale.

We need to develop tools and approaches that shift design practice to the enterprise level: designing better startups, corporates, public institutions and organisations across sectors and industries, enabling them to together make a leap towards better futures.

During two days, we will exchange on approaches, tools and cases of holistic and systemic design practice, applied to the enterprise itself as our material to design with. Using the Enterprise Design Framework as a guiding tool, we will make sense of a variety of enterprise challenges in our talks and master classes, and share approaches and solutions directly applicable in practice. Join us as participant, contributor or sponsor!

Our sponsors help make INTERSECTION19 happen.

Support our event and the Enterprise Design movement and become a visible part of the community.

Format

2 days conference

September 17 & 18, 2019

2 evening events

September 16 & 17, 2018

Page 3

Audience

Up to

150

participants

Page 4

Sponsoring Packages

2500 – 10000

Euros

Page 6

Contact

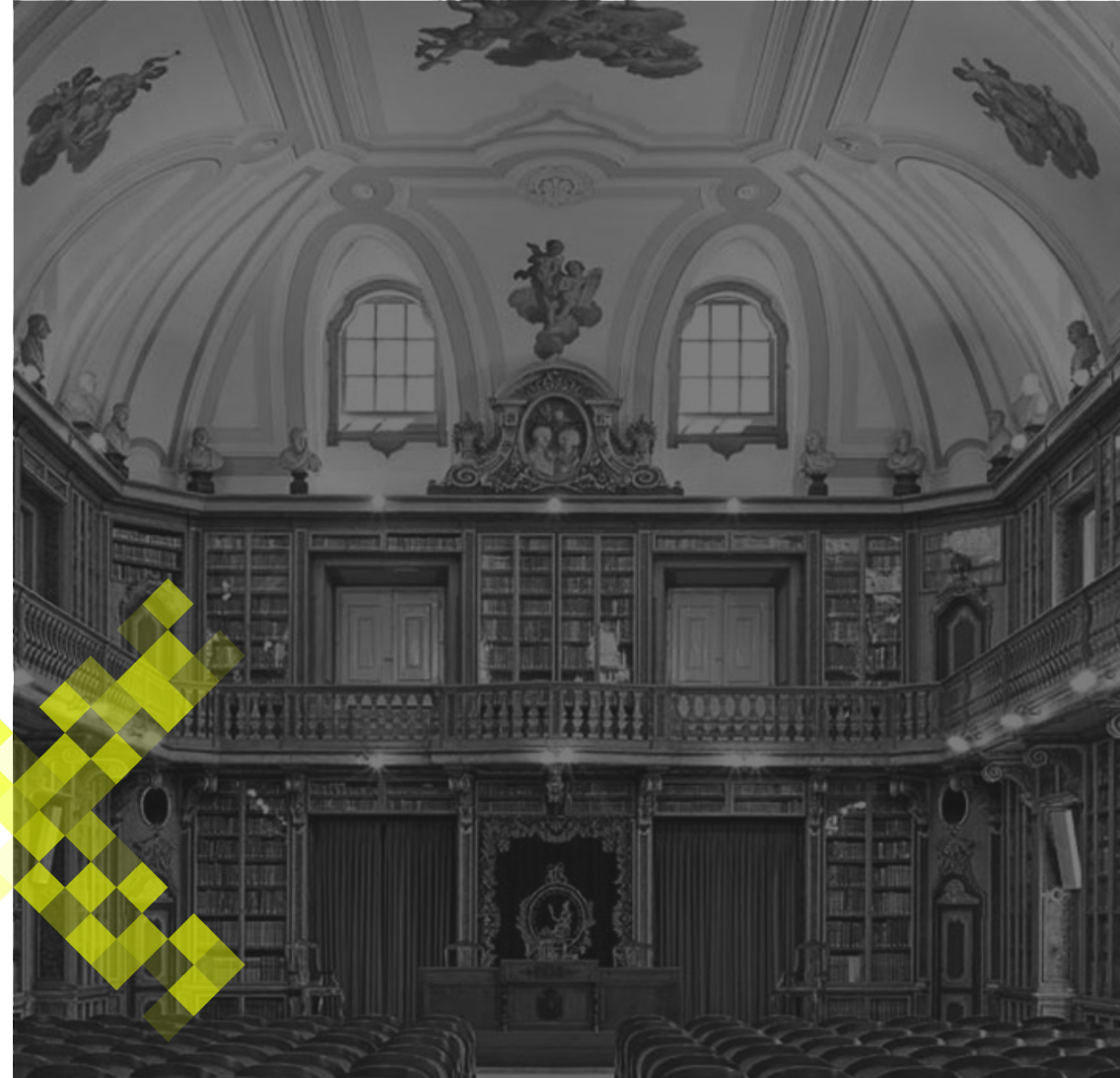
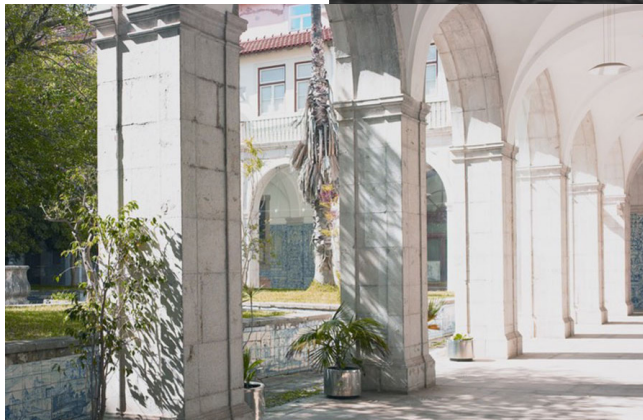
hello@intersectionconf.com

Page 7

Location

INTERSECTION19 will take place at the **Academy of Sciences in Lisbon**. The Academy was created in 1779 as an institution to promote the advancement of science and learning for the progress and prosperity of the country. It is located in a former convent of Jesus a beautiful 16th century building in the heart of Lisbon.

R. Academia das Ciências 19, 1200-168 Lisboa, Portugal



Format & Speakers

INTERSECTION19 will feature impressive lineup of industry experts, thought leaders and experienced practitioners. The conference agenda features inspiring keynotes, expert talks and case studies, and a series of intense master classes going deeper into specific challenges.

Our event will feature:

2 days conference

September 17-18, 2018

1 welcome drinks event

September 16, 2018

The evening before our conference we invite all attendees to a bar in Lisbon to connect and break the ice.

1 evening reception

September 17, 2018

The first conference day closes with a reception where participants can network and share their experiences over a beer.

4 keynotes

We invite high profile speakers to give inspirational talks about their expertise.

12 case studies

12 experts are selected from our call for contribution to present their cases and how they designed enterprises for better futures

4 master classes

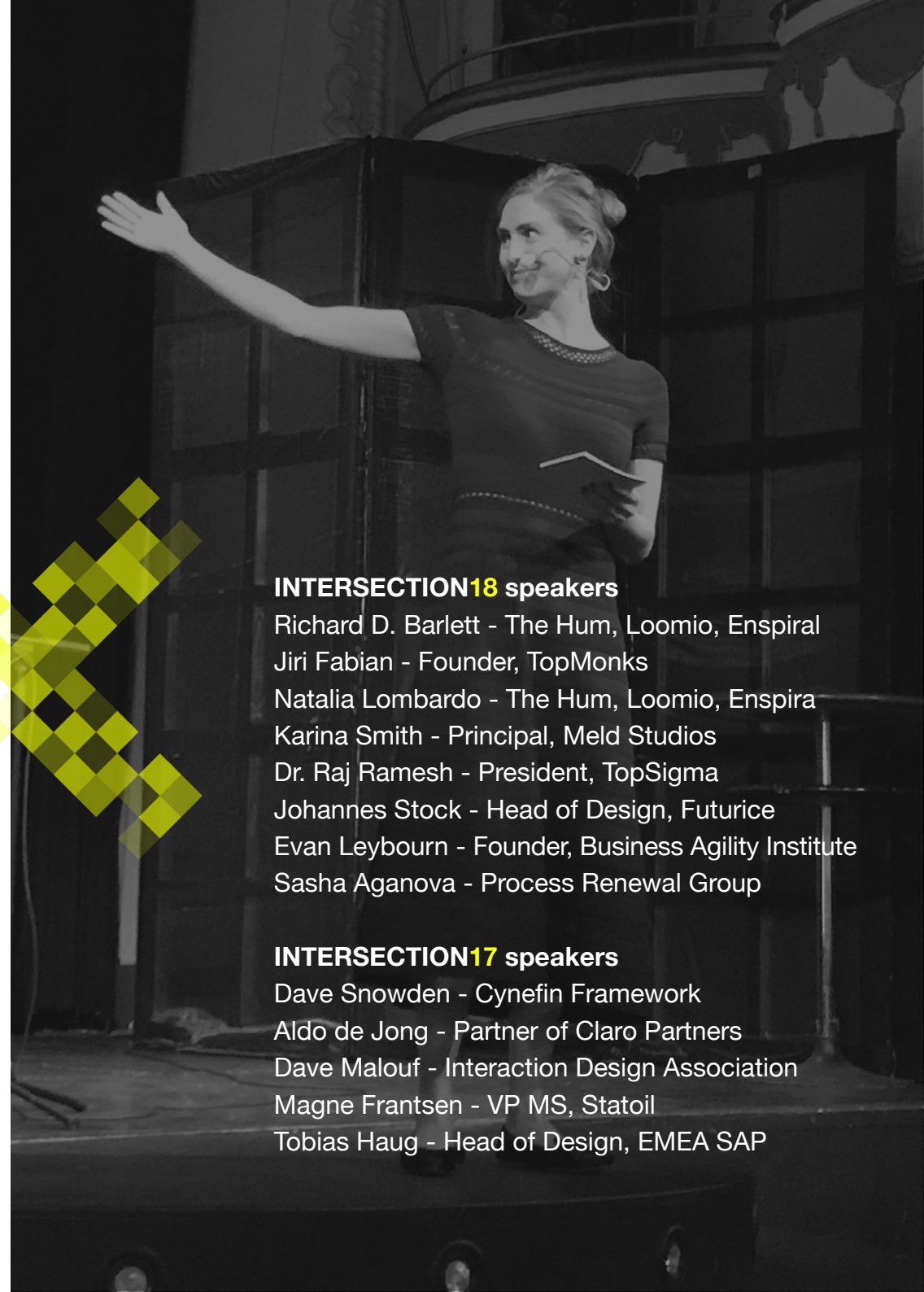
Experts teach the audience new methods and tools and share their experience.

INTERSECTION18 speakers

Richard D. Barlett - The Hum, Loomio, Enspiral
Jiri Fabian - Founder, TopMonks
Natalia Lombardo - The Hum, Loomio, Enspira
Karina Smith - Principal, Meld Studios
Dr. Raj Ramesh - President, TopSigma
Johannes Stock - Head of Design, Futurice
Evan Leybourn - Founder, Business Agility Institute
Sasha Aganova - Process Renewal Group

INTERSECTION17 speakers

Dave Snowden - Cynefin Framework
Aldo de Jong - Partner of Claro Partners
Dave Malouf - Interaction Design Association
Magne Frantsen - VP MS, Statoil
Tobias Haug - Head of Design, EMEA SAP

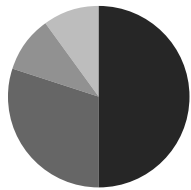


Audience

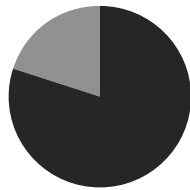
The INTERSECTION community is tied together by the belief that we should design better enterprises. Up to 150 participants get the opportunity to meet lots of like-minded people, exchange thoughts, and learn how others dealt with strategic challenges they are facing.

Our typical audience consists of

- Enterprise executives seeking to leverage the design competency
- Startup founders challenged to design everything from scratch
- Designers, architects and consultants working at a strategic level
- Academics, graduate students, influencers and industry analysts



50% corporate
30% consulting
10% education
10% other



80% Europe
20% other

Topics & Disciplines

Design

Business Design, Communication Design, Experience Design, Interaction Design, Organisational Design, Service Design

Architecture

Business Architecture, Brand Architecture, Enterprise Architecture, Information Architecture, Systems Architecture

Methodologies

Design Thinking, Enterprise 2.0, Information Systems, Mapping & Visualisation, Social Business, Systems Thinking

Management

Brand Management, Change Management, Design Management, Process Management, Performance Management

“The people, the people, the people — from design pros to novices, industry managers to consultants — the conversations were fabulous, the connections even better.”

“INTERSECTION was the most innovative conference I ever attended — content to die for, connections that really matter.”

Why attend and support?

Designers working in complex enterprise environments face challenges like never before.

Supporting and attending INTERSECTION19 will give your team the tools, approaches and arguments to convince stakeholders and clients, secure budgets, and make great ideas and essential transformations happen.

Stay ahead of the curve

Tune your and your team's Strategic Design skills! Learn how to integrate cross-disciplinary creative and conceptual techniques in your projects and programs. They apply to product development, change, communication, and related topics.

Enjoy world-class networking opportunities

Exchange with design consultants, managers and practitioners from the leading corporate and institutional organisations, as well as the best-in-class agencies and consultancies.

Listen to insights from practitioners for practitioners

Our event is a professional, non-academic conference. We selected the brightest stars in their respective fields, ready to broaden your horizon and tell practical insights from the world's most challenging Strategic Design and Architecture projects.

Deep dive into cross-disciplinary design work

Our Master Classes bring together practitioners from different professions, who have experienced the Intersection between these fields in their work. Learn how to use Business Architecture in Service Design, blend Systems and Design Thinking, or apply an Enterprise Design approach in your environment.

Simply spend a great time: it's Lisbon!

Enjoy exploring the Portuguese capital in the best time of the year. Lisbon is known as one of the most beautiful cities in Europe and a famous travel destination.

Sponsoring Options

Basic Sponsor	Premium Sponsor	Main Sponsor
6 available	4 available	1 available
		Conference Introduction
Small logo on website, signage, and program	Medium logo on website, signage, and program	Top sponsor logo placement on website, signage, and program
Promotional material in goodie bags	Promotional material in goodie bags	Promotional material in goodie bags
		Visibility in all video recordings
		Main room and vendor booth
		Exclusive signage at the evening reception
1 free conference ticket	2 free conference ticket	3 free conference tickets
Choose one: <div><input type="radio"/> wifi</div> <div><input type="radio"/> master class room</div> <div><input type="radio"/> recreational breaks</div>	Choose one: <div><input type="radio"/> vendor booth</div> <div><input type="radio"/> speakers dinner</div> <div><input type="radio"/> welcome drinks</div>	You rock!
2500 €	5000 €	10000 €

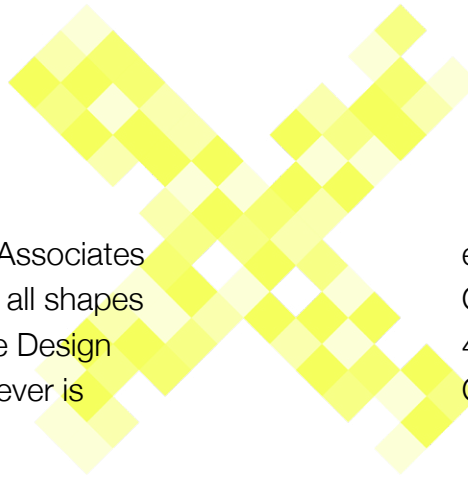
Contact



**Enterprise
Design
Associates**



INTERSECTION19 is brought to you by Enterprise Design Associates a Strategic Design Consultancy that helps organizations of all shapes and sizes to innovate and transform. We use the Enterprise Design Framework to tackle strategic challenges and design whatever is needed to make enterprises deliver.



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