

# INTERSECTION

WHERE DESIGN MEETS DEVELOPMENT



**OCTOBER 7 AND 8 2022**

TURIN

## WHAT IS INTERSECTION?

An **international** event connecting **user experience designers and developers**. A place where to learn about the best processes, methodologies, and technologies on the market from **high-profile professionals** working for the World's top tech companies and startups through **workshops** and **inspiring talks**.

We believe that great things can come out from **confrontation, networking and exchange**. This is why, year by year, we select a meaningful theme in which we, as a community, can drive a positive impact.



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# DESIGNING AND DEVELOPING IN FAST EVOLVING TIMES

As we were just recovering from the 2 years pandemic, the current political situation in Europe and the world, along with the lack of raw material is contributing to a climate of uncertainty that demands for **rapid changes** and an **optimistic look towards the future**.

As we acknowledge these time come with instability, we want to see an **opportunity**: Intersection aims to call out for the best minds and get a deep dive in how we design and develop is adjusting to this **FAST EVOLVING TIMES** and actively contribute to these changes, fostering a better tomorrow thanks to technology and innovative thinking.

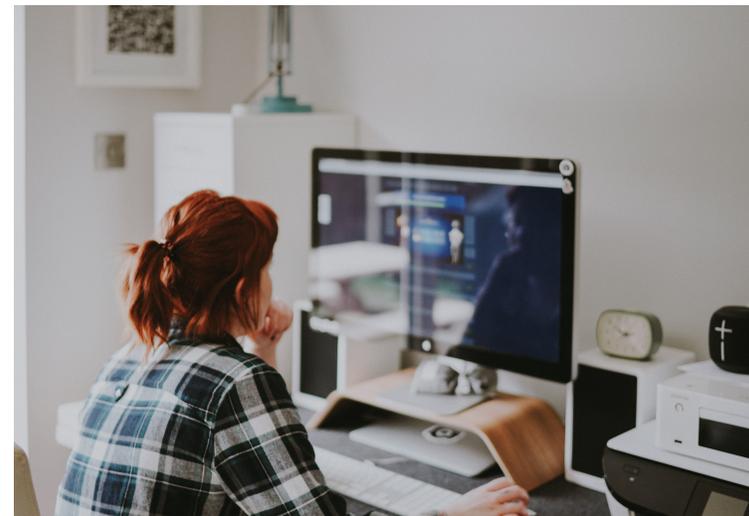


# HOW CAN WE DESIGN AND DEVELOP FOR A HYBRID FUTURE?

It has become common to hear about "hybrid work", but is it really just about work, or shall we think about "**hybrid life**"?

We are not satisfied with "just" using something, we want **EXPERIENCES**. We want continuity between the physical world and the digital one, in daily life as much as in our work life.

We believe that design and development have a crucial role into the definition of our **Hybrid Future**, and we want to explore it together.



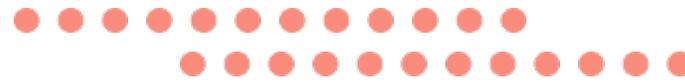
" Any organization that designs a system (defined broadly) will produce a design whose structure is a copy of the organization's communication structure."

**Melvin Conway.**

**Hybrid future** demands to review processes shifting the focus to the human rather than to the product, getting to understand their needs & dreams.

Company should foster **cross-functional teams**, where both designers and developers work on projects sharing context, timing, language and objectives instead of following the old-fashion supply chain structure,

We truly believe that companies following this kind of model are also pursuing a more **human centric approach**, being able to amplify the potential of its products and services.



# BEYOND BOUNDARIES

## THE TOPICS

- **DESIGN AND DEVELOPMENT TECHNIQUES:** Look at your projects from a different perspective, **bring new techniques in your workflow** and **improve** every aspect of your process, from **team management**, to **design** and **development**.
- **CREATIVE TECHNOLOGY & USER INTERFACES:** Discover how to use **computer programming as a creative discipline** to generate sounds, 2D&3D images, animations and more. See how to design disruptive and people oriented interfaces.

# BEYOND BOUNDARIES

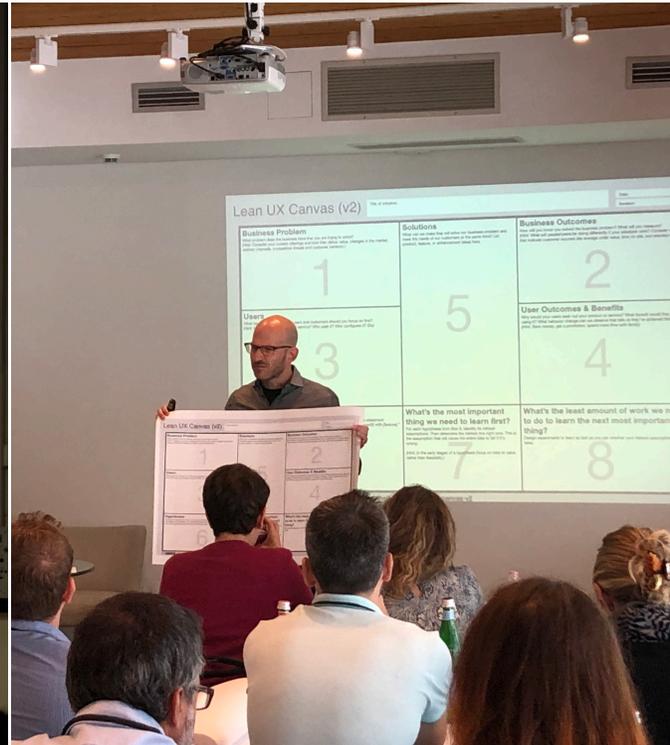
## THE TOPICS

- **DATA SCIENCE & DATA DRIVEN INTERFACES:** Learn how to turn data into beautiful, usable visualizations and **immersive digital experiences**, create data driven strategies, interactive installations and software.
- **ARTIFICIAL INTELLIGENCE:** Explore use cases and applications of **AI and neural networks**. You will be exposed to various issues and concerns surrounding AI such as ethics, bias, & jobs.

## SOME OF OUR PREVIOUS SPEAKERS\*



**VLAD CAVALCANTI,**  
ATLASSIAN



**JEFF GOTHELF,**  
AUTHOR OF LEAN UX



**VAL HEAD,**  
ADOBE

# AN AMAZING 2022 SPEAKER SQUAD



\*The talks will be all in English



**ADAM COCHRANE**

TAXFIX,  
Former ZALANDO

Adam is a lead service design at Taxfix. Australian born, Berlin based. Adam has worked with everyone from Indigenous Australians to corporate Austrians. Adam thrives on working around the world with diverse teams solving complicated problems, and creating delightful solutions. His previous roles include companies like Zalando, IXDS, Factory Berlin, Telekom and more, in these roles he has been able to facilitate meaning, purpose and drive vision. He is now also the co-host of SDD Berlin and loves to talk about the more human side of life. Adam has a clear passion for people and has always been drawn towards communities in all forms: churches, design communities, youth groups, summer camps etc. Adam's talk on ritual design draws upon the real stories found in these peculiar situations and community experiences.

Alastair Somerville is a sensory design consultant. He provides expert advice on cognition and person-centered design to companies and public organisations who provide both physical and digital products or services. He facilitates workshops on sensory and emotional design for major conferences and corporations, including SouthBy Southwest (SxSW) and Google. He is currently involved in wayfinding projects in historic buildings, innovation projects in museums and virtual reality.



**ALASTAIR SOMERVILLE**

ACUITY



**MARC BIEMER**

FUTURICE

Marc is a digital designer, researcher and AMVR creator with over 6 years' experience and a degree in Cognitive Systems & Interactive Media. He turns visions into meaningful, perceptible artifacts. Marc is a passionate, hands-on designer with an analytical mindset. His work is driven by curiosity, creativity and data. He finds joy in learning about and tinkering with new technologies, frameworks or tools. Throughout the years Marc has worked on a wide range of projects within various industries as well as academic research. Along the way he shaped the design of web shops and apps, the conception of AI-based logistic processes, and the development of mixed reality games for kids with autism.

... & MORE TO BE ANNOUNCED

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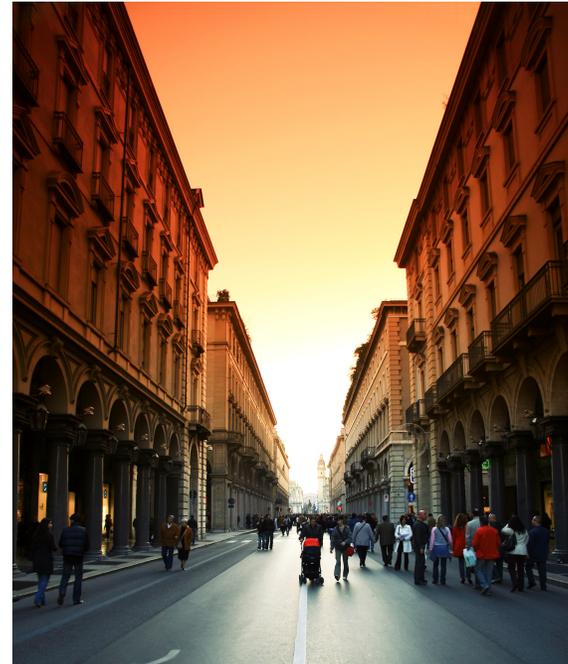
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# EXPERIENCE ACTIVITIES

## COME AND ENJOY TURIN

Lively and elegant, always in movement, nonetheless **Torino** is incredibly a city set in the heart of verdant areas: gently resting on the **hillside** and enclosed by the winding course of the **River Po**, it owes much of its charm to its enchanting location at the foot of the western Alps, watched over by snowy peaks, and the piedmontese **cuisine** considered one of the best in the whole Country.

We choose **Torino** because it is also establishing itself as a caterer of international excellences, with events like the Eurovision, the tennis ATP and many more.



# EXPERIENCE ACTIVITIES

## AN EXTRAORDINARY EXPERIENCE

Being Turin the **city of magic** this cannot be just another 9 to 5 conference: as a speaker you will have a chance to **party** at the conference night event, have a drink with the other speakers at our venue, **Intesa San Paolo Skyscraper**, and **visit the town** with a local guide in the late afternoon after the workshop day.



## SPONSORSHIP

# WHY SHOULD YOU SPONSOR INTERSECTION?

- 1.** Intersection positions itself at the **CROSS-PATH BETWEEN USER EXPERIENCE** and **DEVELOPMENT**, bringing together some of the best professionals across Europe for two days of workshops and talks.
- 2.** The mission of Intersection is to offer to its participants a **STRATEGIC, FORWARD-LOOKING BAGGAGE** of ideas and experiences that will change the way they reason about digital products. We want to function as an incubator of the ideas that will change tomorrow, fostering the exchange of knowledge.
- 3.** By becoming a sponsor, **YOUR COMPANY** will position itself at the **FOREFRONT OF THIS NEW DIGITAL WAVE**. Increase your brand awareness, improve your attractiveness for new recruits, generate new leads and find new partners and customers thanks to the communication plan and to the conference days.

## COMMUNICATION STRATEGY

We want to make a lot of noise around Intersection 2022. We are activating our plan across a wide range of **COMMUNICATION CHANNELS** and the impact will be amplified thanks to different partners and media partnerships.

We will concentrate on online promotional channels and **SOCIAL MEDIA**. Our plan will follow **STRATEGIC THINKING** and will be focus on promotion and creating engaging content for the audience, from the very beginning to the follow up phase after the event.



# PROMOTION FROM MAY TO SEPTEMBER:



- **BLOGS, NATIVE ADVERTORIAL** and trade magazines
- Solid and consistent **SOCIAL MEDIA** calendar
- **PAID ADVERTISEMENT** to increase brand awareness and boost ticket sales.
- Periodic **NEWSLETTERS** to the mailing lists of Hinto
- Involvement of our **PARTNERS** to expand the reach
- **PUBLIC RELATIONS** with institutions, companies, promoter and consultants of the UXD and Development sector
- Preparatory events
- **TICKET** contests through media partners and on our Intersection Social
- General **PROMOTION** of the event

# COSTS

## SPONSOR PACKAGE OFFERS:

SPONSORSHIP BENEFIT	DIAMOND	PLATINUM	GOLD	SILVER	
	●	●	●	●	
Logo on conference website	Above the fold	Below the fold	Regular	Small	
WEBSITE	●	●	●	●	
	●	●	●	●	
	●	●	●	●	
VIDEO	●	●			
	●	●			
BOOTH	●	●			
SOCIAL MEDIA	●	●	●	●	
	With link				
NEWSLETTER	●	●	●		
COLLATERAL	●	●			
TICKETS	Free conference & workshop tickets	3 free conference tickets + 1 workshop ticket	2 free conference tickets + 1 workshop ticket	2 free conference tickets	1 free conference ticket

## COSTS

### SPONSOR PACKAGE COSTS:

SPONSOR BENEFITS	DIAMOND (MAX 2)	PLATINUM (MAX 4)	GOLD (MAX 4)	SILVER (UNLIMITED)
cost	3.200€ + vat	2.200€ + vat	1.250€ + vat	800€ + vat

# ACTIONS

## MEDIA PARTNERSHIP PACKAGE:

THIS PACKAGE IS FREE OF CHARGE BUT IN ORDER TO ADHERE YOU HAVE TO PERFORM THE ACTIONS STATED BELOW

	MEDIA PARTNERSHIP BENEFIT	
WEBSITE	Logo below the fold	●
	Listing on the sponsorship page	●
	Job posting on website	●
	Sponsor badge for your site	●
VIDEO	Logo at the end of speakers presentation	●
	Logo at the end of intro video	●
BOOTH	Logo at the end of speaker speech video recording	●
	Booth + recruitment area	
SOCIAL MEDIA	Sponsor mention with link	●
	Content sharing	●
NEWSLETTER	Listing on newsletter event	●
COLLATERAL	Content in welcome bag	
TICKETS	Free conference & workshop tickets	2 free tickets

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# ACTIONS

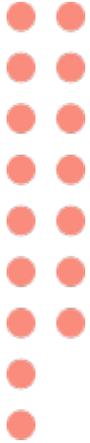
## MEDIA PARTNERSHIP PACKAGE:

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CHANNEL	YOUR ACTIONS AS MEDIA PARTNER
WEBSITE	<ul style="list-style-type: none"><li>• Add <b>Intersection Logo</b> to your website and link to <a href="https://www.intersection-conference.eu/">https://www.intersection-conference.eu/</a></li></ul>
SOCIAL MEDIA	<ul style="list-style-type: none"><li>• <b>Announce partnership</b> with Intersection on your social media channels using Intersection hashtags (#intersectionconference #intersectionconf2022 #FastEvolvingTime) – 1 post on FB, Twitter, LinkedIn, Instagram, Slack</li><li>• Create <b>6 posts about Intersection</b> (eg. speakers, themes) using provided hashtags, tagging Intersection and publish them on your social media eg. FB, Twitter, LinkedIn, Slack (at least 1 each month: May, June, July, August, 2 in September).</li><li>• <b>Share a minimum of 6 posts</b> (we will let you know which one we would like to promote the most) from our social media to your community FB, Twitter, Instagram, LinkedIn (at least 1 each month: May, June, July, August, + 2 in September).</li></ul>
NEWSLETTER	<ul style="list-style-type: none"><li>• Send <b>2 email blast</b> to your contacts, one in June and one in September</li><li>• Include our <b>banner</b> with link to tickets and your promo as media partner in 4 newsletters</li></ul>
TICKETS	<ul style="list-style-type: none"><li>• <b>Offer discount code</b> (25% discount) during your event (you can sell up to 10 discounted tickets).</li></ul>

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## TICKETS



**BLIND BIRD:** 105€ +vat

**EARLY BIRD:** 170€ +vat

**REGULAR TICKET:** 210€ +vat

**WORKSHOP PRICE:** 300€ +vat

ESTIMATED NUMBERS OF PARTICIPANTS: **300**

**THANK YOU**  
FOR YOUR TIME

