

INTERSECTION



OCTOBER 1ST AND 2ND 2018 - MILANO

LOCATION: 10WATT - VIA GIACOMO WATT, 10

TARGET



An international EVENT connecting digital user experience designers and developers. 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.

THE GOAL IS TO FOSTER A HEALTHY DISCUSSION ABOUT HIGH-QUALITY UX DESIGN AND DEVELOPMENT PRACTICES. WE WANT TO HELP SHAPING THE FUTURE OF THE CREATION OF PEOPLE-FRIENDLY DIGITAL PRODUCTS.



INTERSECTION

UX AND FRONTEND LATEST TECHNOLOGIES



SHARE THE PROCESSES AND
METHODOLOGIES BEHIND HIGHLY-
USABLE TECHNOLOGICAL
PRODUCTS DESIGNED TO MAKE A
POSITIVE IMPACT ON THE **WORLD**.



*WE WOULD LIKE TO CREATE AN EVENT WHERE
PEOPLE DISCOVERS NEW THINGS EVERY MINUTE
AND WHERE MINDS ABSORB SO MANY
EXPERIENCES, THAT IT FEELS LIKE TIME IS
EXPANDING.*

Cit. Samantha Cristoforetti, Made in Space Keynote

TOPICS



1. UX AND DEVELOPMENT STRATEGY:

LOOK AT YOUR PROJECTS FROM NEW ANGLES. BRING NEW TECHNIQUES IN YOUR WORKFLOW AND IMPROVE EVERY ASPECT OF YOUR PROCESSES. FROM REQUIREMENTS COLLECTION TO DESIGN AND DEVELOPMENT.

2. DESIGN AND DEVELOPMENT TECHNIQUES:

LEARN HOW BUILDING DESIGN SYSTEMS AND COMPONENTS CAN FOSTER COLLABORATION BETWEEN TEAMS AND POSITIVELY IMPACT YOUR CLIENTS' BUSINESS.

3. DIGITAL TRANSFORMATION :

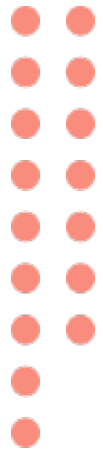
DISCOVER HOW THE INTEGRATION OF NEW TECHNOLOGIES IN ALL BUSINESS AREAS HAS FUNDAMENTALLY CHANGED BUSINESSES OPERATIONS AND DELIVERED MORE VALUE TO CUSTOMERS.

4. UX AND DEVELOPMENT TEAMS MANAGEMENT:

DISCOVER STRATEGIES FOR SETTING UP SUCCESSFUL UX AND DEV TEAMS AND HOW TO INTEGRATE THEM IN YOUR PROCESSES MORE EFFECTIVELY.

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. It's uniquely positioned to offer to its participants a **STRATEGIC, FORWARD-LOOKING BAGGAGE OF IDEAS** and experiences that will change the way they reason about digital products.
 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!

SOME OF OUR SPEAKERS*:



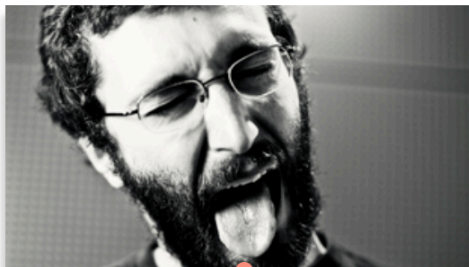
EVA-LOTTA LAMM

Eva-Lotta experience reaches from working on digital products as an in-house designer for Google, Skype, and Yahoo! to freelancing and consulting for various agencies and her own clients. After being a (semi-)nomad for 2 years, she is now based in Berlin.



DAVE KING

Dave is a design- and visual-thinking strategist with over 20 years experience in creative and professional services. Dave currently heads XPLANE's European office where he works as a principle consultant for clients like Shell, UPS, Vodafone, Novartis, and Nike.



MARCO CEDARO

Webmaster before it was cool, immigrant, pixel pusher, javascript-something, conference organiser, father of two, but mostly known for yelling at clouds.

Currently lead engineer at Crowdcube, enabling the transition to a modern stack™



FEDERICO BADALONI

Federico Badaloni currently runs the Information Architecture and Graphic Design departments at gruppo editoriale GEDI.

He is Information Architecture Master's Degree founder and coordinator for IULM University and former president of Architecta.

[LEARN MORE](#)

*The talks will be all in English

COMMUNICATION STRATEGY

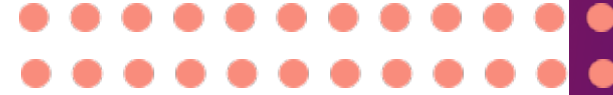
Intersection will be spread across a wide range of **COMMUNICATION CHANNELS** and will be amplified thanks to different partners and media partnerships.

Special attention will be paid at online and **SOCIAL MEDIA** from the very beginning to the follow up phase after the event.



PROMOTION

FROM MAY TO OCTOBER:

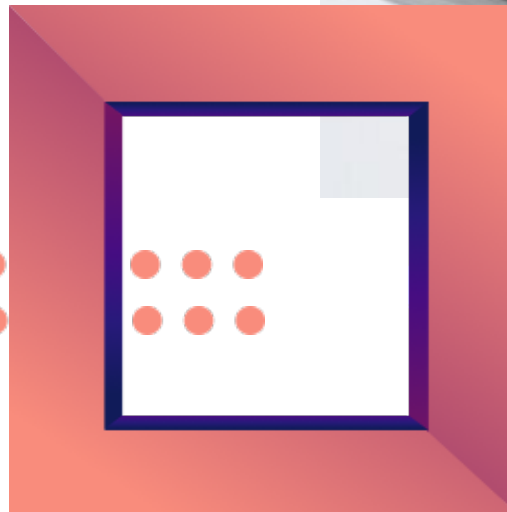


1. **BLOGS** and sector related magazines;
2. Periodic **NEWSLETTERS** to the mailing lists of ibuildings and to the mailing lists of speakers and partners of Intersection.
3. **PUBLIC RELATIONS** with institutions, companies, promoter and consultants of the UXD sector.
4. Preparatory events.
5. **TICKET** contests through media partners.
6. General **PROMOTION** of the event.

PROMOTION

FROM SEPTEMBER TO OCTOBER:

1. Promotional media will be
PLACED OR DISTRIBUTED
during related events.
2. Conference programs, gadget,
venue branding.



COSTS

SPONSOR PACKAGE COSTS:



SPONSOR BENEFITS	DIAMOND (MAX 2)	PLATINUM (MAX 3)	GOLD (4)	SILVER (UNLIMITED)
cost	3.000€ + vat	2.200€ + vat	1.250€ + vat	800€ + vat

SPONSOR PACKAGE OFFER:

SPONSOR BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER
PRE EVENT, EVENT & POST EVENT				
website	<ul style="list-style-type: none">• Logo above the fold• Listing on the sponsorship page• Job posting on website• Sponsor badge for your site• Logo at the end of speakers presentation• Logo at the end of intro video• Logo at the end of speaker speech video recording	<ul style="list-style-type: none">• Logo below the fold• Listing on the sponsorship page• Job posting on website• Sponsor badge for your site• Logo at the end of speakers presentation• Logo at the end of intro video• Logo at the end of speaker speech video recording	<ul style="list-style-type: none">• Regular logo on the website• Listing on the sponsorship page• Sponsor badge for your site	<ul style="list-style-type: none">• Small logo on the website• Listing on the sponsorship page• Sponsor badge for your site
Social media	<ul style="list-style-type: none">• Sponsor mention + link• Content sharing	<ul style="list-style-type: none">• Sponsor mention	<ul style="list-style-type: none">• Sponsor mention	<ul style="list-style-type: none">• Sponsor mention
newsletter	<ul style="list-style-type: none">• Listing on newsletter event	<ul style="list-style-type: none">• Listing on newsletter event		
	<ul style="list-style-type: none">• Content in welcome bag	<ul style="list-style-type: none">• Content in welcome bag		
Tickets	10 free tickets	6 free tickets	4 free tickets	2 free tickets

ACTIONS

MEDIA PARTNERSHIP PACKAGE:

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

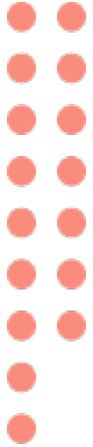
CHANNEL	ACTIONS	BENEFITS
PRE EVENT, EVENT & POST EVENT		
website	<ul style="list-style-type: none"> Add Intersection Logo to your website 	<ul style="list-style-type: none"> Logo below the fold (small) Listing on the sponsorship page Sponsor badge for your site Logo at the end of speakers presentation
Social media	<ul style="list-style-type: none"> Announce partnership with Intersection on your social media channels using Intersection hashtags (#intersectionconference ##intersectionconf2018 #redefiningdigital) – 1 post on FB, Twitter, LinkedIn, Instagram, Slack Create 6 posts about Intersection (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: April, May, June, July, August, September). Share at least 6 posts (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: April, May, June, July, August, September). 	<ul style="list-style-type: none"> Sponsor mention + link Content sharing Logo at the end of speaker speech video recording Logo at the end of intro video
newsletter	<ul style="list-style-type: none"> Send 2 email blast to your contacts, one in April and one in September 	<ul style="list-style-type: none"> Listing on newsletter event
Tickets	<ul style="list-style-type: none"> Offer discount code (25% discount) during your event (you can sell up to 10 discounted tickets). 	4 free ticket

LOCATION

10 WATT

VIA GIACOMO WATT, 10
MILANO





TICKETS



EARLY BIRD: 90€ +vat

FULL PRICE: 180€ +vat

ESTIMATED NUMBERS OF PARTICIPANTS: **200**