

INTERSECTION18

CONFERENCE PRAGUE, SEPTEMBER 6-7, 2018



Sponsoring Information

INTERSECTION18

INTERSECTION18 is the international conference for Strategic Enterprise Design. We connect people who want to innovate or transform their enterprises with experts who share their techniques and experience.

Our theme

Scaling Ambitious Endeavours

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Our sponsors help make INTERSECTION18 happen. Support our event and the Enterprise Design movement and become a visible part of the community.

Format

2 days conference

September 6–7, 2018

1 evening reception

September 6, 2018

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Audience

Up to

150

participants

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Sponsoring Packages

2500 – 10 000

Euros

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Get in touch

hello@intersectionconf.com

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Scaling Ambitious Endeavours

Announcing Intersection18, September 6–7 at Theater Royal in Prague! For the fifth time, Intersection conference brings together thinkers, doers and leaders in Enterprise Design. This year we will meet at the Theater Royal in Prague. Our theme is Scaling Ambitious Endeavours, and we will exchange on current thinking, practical approaches, real-life cases and useful tools. 6 years after publishing our book Intersection introducing the Enterprise Design Framework and idea, we are witnessing the emergence of a global and diverse community of practitioners. After Paris 2014, Berlin 2015, Copenhagen 2016 and Barcelona 2017 we will shape our shared body of knowledge over the course of two days with an impressive lineup of inspiring talks and intense master classes.

We are expecting an impressive audience of executives high-level practitioners from large organisations and enterprises, innovative startups, leading consultants, thinkers and academics, and future talents in the areas of concept development and holistic design. Our audience is unlike any other—high-level creative executives and enterprise managers representing design, business and technology: decision-makers with substantial budget authority and considerable influence within their organizations. With a global executive and academic community representing top-tier organizations, our event offers strategic content, international connections, professional credibility and business opportunities.

Intersection participants join to learn about different perspectives, and exchange thinking, approaches and tools. We seek to tackle our common challenge of understanding and reshaping complex enterprise systems. We are Enterprise and Business Architects, Service and Experience Designers, Brand and Culture Strategists, Systems and Design Thinkers, Transformation Consultants and Business Analysts. Enterprise Design as an emerging field has become more than the sum of the various contributing disciplines. In our exchanges with peers and when applying and evolving the Enterprise Design Framework, we see a shift from mutual understanding to actionable approaches.

Benefits of sponsoring include

- Connecting and building relationships with the leading global enterprise transformation, design and innovation community
- Exposure for your brand to a community of high-level executives, influencers and multipliers
- Adding value to your conversations and thinking about key enterprise challenges
- Accessing the brightest minds to help grow your organisation

Format

2 days conference

September 6–7, 2018

1 welcome drinks event

September 5, 2018

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

1 evening reception

September 6, 2018

The first conference day closes with a reception in a nice bar 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 scaled their endeavours

4 master classes

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

Wednesday, September 5

Welcome drinks

Day 1: Thursday, September 6

Registration and Breakfast

Conference Opening

Opening keynote

Coffee break

Case study

Case study

Case study

Master class

Lunch

Case study

Case study

Case study

Master class

Coffee break

Keynote

Evening reception

Day 2: Friday, September 7

Breakfast

Opening keynote

Coffee break

Case study

Case study

Case study

Master class

Lunch

Case study

Case study

Case study

Master class

Coffee break

Closing keynote

Conference close

Speakers and Audience

Speakers

INTERSECTION18 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.

INTERSECTION17 speakers

Dave Snowden, Inventor of the Cinefin Framework

Aldo de Jong, Partner of Claro Partners

Dave Malouf, Co-Founder of the Interaction Design Association

Sasha Aganova, Managing Partner of Process Renewal Group

Magne Frantsen, VP Management System, Statoil

Tobias Haug, Head of Design & Co-Innovation Center, EMEA SAP

INTERSECTION16 speakers

Louise Downe, Head of Design, UK Government Digital Service

Mike Atherton, Content Strategist, Facebook

Nick Gall, Portfolio Design Lead, IBM

Patrick Hoverstadt, Consultant / Author of “The Fractal Organization”

Neal Oswald, Co-Founder, Wanilah Advisors

Audience

- 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

Professional Disciplines

Business Design

Communication Design

Experience Design

Interaction Design

Organisational Design

Service Design

Business Architecture

Brand Architecture

Enterprise Architecture

Information Architecture

Systems Architecture

Design Thinking

Enterprise 2.0

Information Systems

Mapping & Visualisation

Social Business

Systems Thinking

Brand Management

Change Management

Design Management

Process Management

Performance Management

Contributors & Supporters

INTERSECTION18 brings together an emerging community of practice around the shared idea of Strategic Enterprise Design, including people from large companies and public institutions, design studios and agencies, and startups.

Global Event Partners

DMI - Design Management Institute
Business Architecture Guild
GlobalAEA - Association of Enterprise Architects
IAI - Information Architecture Institute
Design Management Europe
IxDA - Interaction Design Association
SDN - Service Design Network
IIBA - International Institute of Business Analysis

Local Event Partners

Theater Royal

more partnerships are currently being negotiated

Past INTERSECTION contributors

3M
Aéroports de Paris
Age of Artists
Attoma
BBVA
Carphone Warehouse
Customer CareWords
Dachis Group
Designit
Deutsche Telekom
Danish Ministry of Higher Education and Science
Dassault Systèmes
edenspiekermann_
Facebook
Faurecia xWorks
frog design
FromHereOn
Google Experts
HERE
HPI d.school
IBM
Intuit
IRM Sweden
Livework Studio
Mormedi
Orange
QualiWare
SalesForce
SAP
Spreadshirt
Statoil
The United Nations
Toyota Europe
Trivento
United Nations
UK Government Digital Service
Veryday
Wipro Digital
Wolff Olins

Conference Venue

INTERSECTION18 will be held at Theater Royal in Prague. The theatre was founded in 1929 as the largest and most modern cinema in Prague.

Much of the original fittings and furnishings including stained glass windows and elaborate lighting remain unchanged today, making a trip to the theatre a little bit like traveling back in time – all the way back to the glory days of the First Czechoslovak Republic (1918 - 1938)

The ROYAL is open since June 2014 as a multifunctional cultural venue to hold theatre performances, ballet, movies, concerts, cabaret shows and much more.

Theater Royal
Vinohradská 48
120 00 Praha
Czech Republic

<http://www.leroyal.cz>



INTERSECTION18

Key figures

Average/Anticipated attendance: 150 Attendees

Representing 15-20 countries: 80% Europe, 20% other

Markets: 50% corporate, 30% consulting, 10% educator, 10% other

Levels and Roles: C-Level, Directors, EVP, Principals/Partners, Academics, Graduate Students

A wide variety of promotional opportunities are available to keep your company's name front and center in the minds of conference attendees, before, during and after their conference experience.

Example attendee roles

Head of Design and Co-Innovation, SAP; CEO, QualiWare; CEO, LPK; VP Corporate Projects, Toyota Europe; UX Strategist, Google; Head of Design, UK Government Digital Service; CDO, Wollf Olins; Enterprise Architecture Group Lead, The Carphone Warehouse; VP Design and Product Experience, Akamai; Director Brand Innovation, Vlisco Group; Google Head Expert, Mentor and 3x Founder; Director of Innovation, NUMA; Partner, Smart Design; VP Design, Dassault Systèmes; VP and Distinguished Analyst, Gartner ...

Acclaimed

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

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

Sponsoring

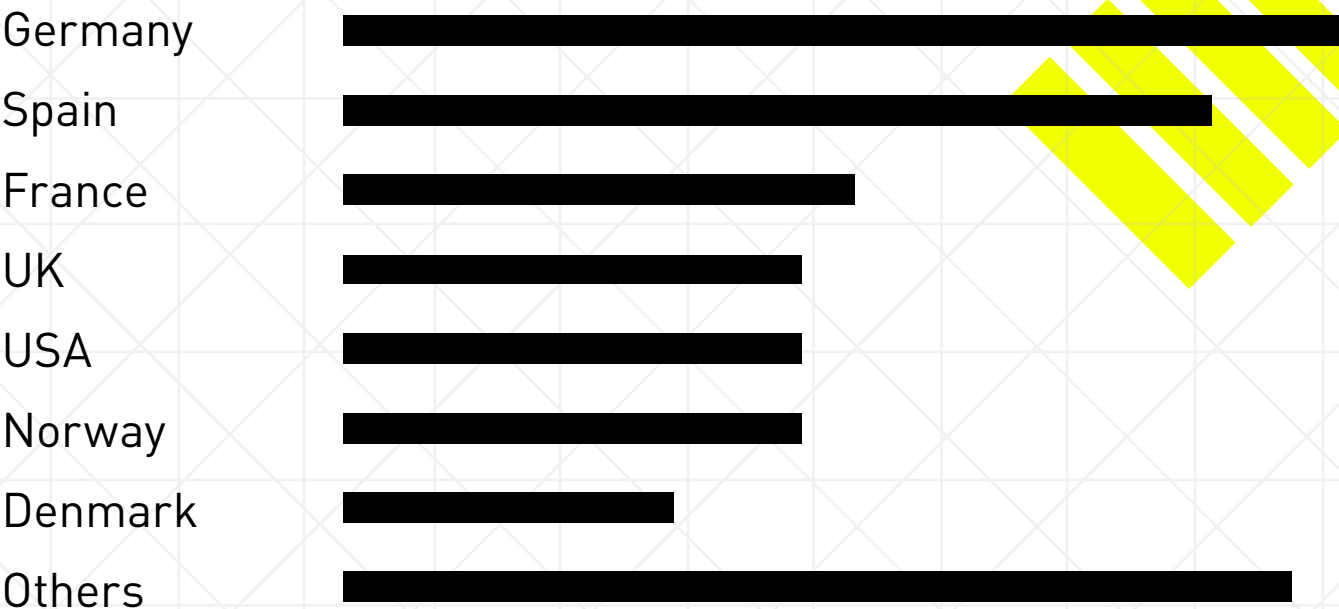
	Standard	Premium	Official Main Sponsor
Website	<ul style="list-style-type: none">• Small logo in sponsor section	<ul style="list-style-type: none">• Medium logo in sponsor section	<ul style="list-style-type: none">• Large logo on top of homepage• Large logo in sponsor section
Program book	<ul style="list-style-type: none">• Logo in the sponsor section	<ul style="list-style-type: none">• Half-page ad• Logo in the sponsor section	<ul style="list-style-type: none">• Full-page ad• Logo on cover
Signage	<ul style="list-style-type: none">• Small logo on all signage	<ul style="list-style-type: none">• Medium logo on all signage	<ul style="list-style-type: none">• Large logo on all signage
Room			<ul style="list-style-type: none">• Main room + vendor booth
Party			<ul style="list-style-type: none">• Exclusive signage and give-aways at the party location
Video			<ul style="list-style-type: none">• Visibility in all video recordings
	+ 1 free conference ticket	+ 1 free conference ticket	+ 3 free conference tickets
Choose one:	Wifi, Giveaways, masterclass room, or 1 day coffee breaks	Wednesday welcome drinks, speakers dinner, vendor booth, or 1 day lunch	You rock!
	€ 2 500	€ 5 000	€ 10 000

INTERSECTION17 in Barcelona

Our last year’s edition of Intersection was held at Canóndrom in Barcelona. As a topic we chose Enterprise Rebels and we invited leaders and professionals who try to shake up and renew their enterprises. We kept our format with two parallel tracks of case study presentations and master classes. In the evening we organized a reception for the attendees to network and exchange.

The event attracted 100 participants from around the world. We continued our cooperations different professional organizations from the Business and Enterprise Architecture as well as the Service Design field and let these groups exchange their persepectives.

Where participants came from



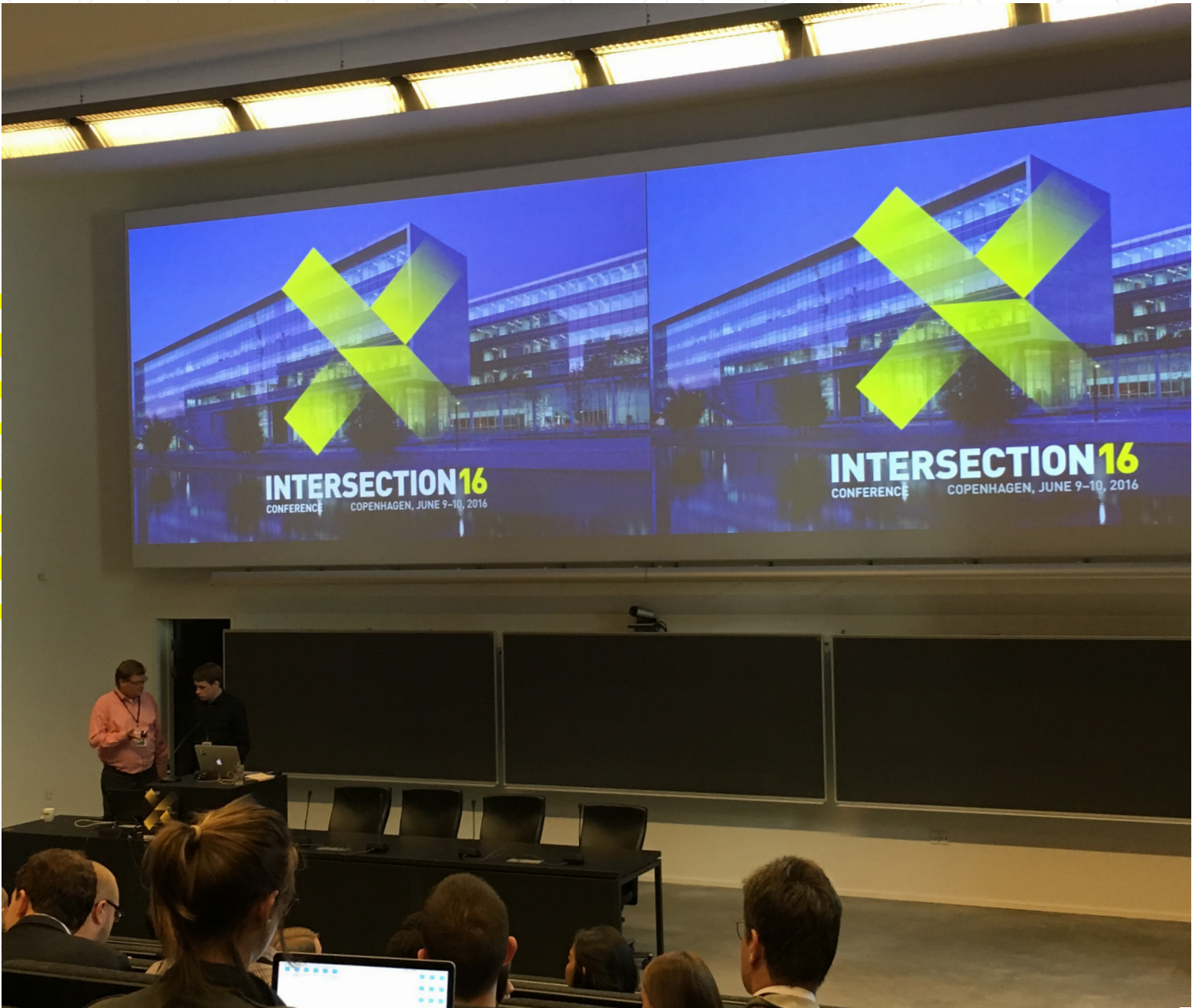
Visit 2017.intersectionconf.com for our Intersection conference program and session videos.

INTERSECTION16 in Copenhagen

Intersection16 was held in the IT University of Copenhagen. We had two parallel tracks of case study presentations and master classes. In the evenings we organized to parties where the participants could network and share their thoughts with each other.

The event attracted 100 participants from all over Europe and beyond and we collaborated with local and international professional organizations.

Where participants came from



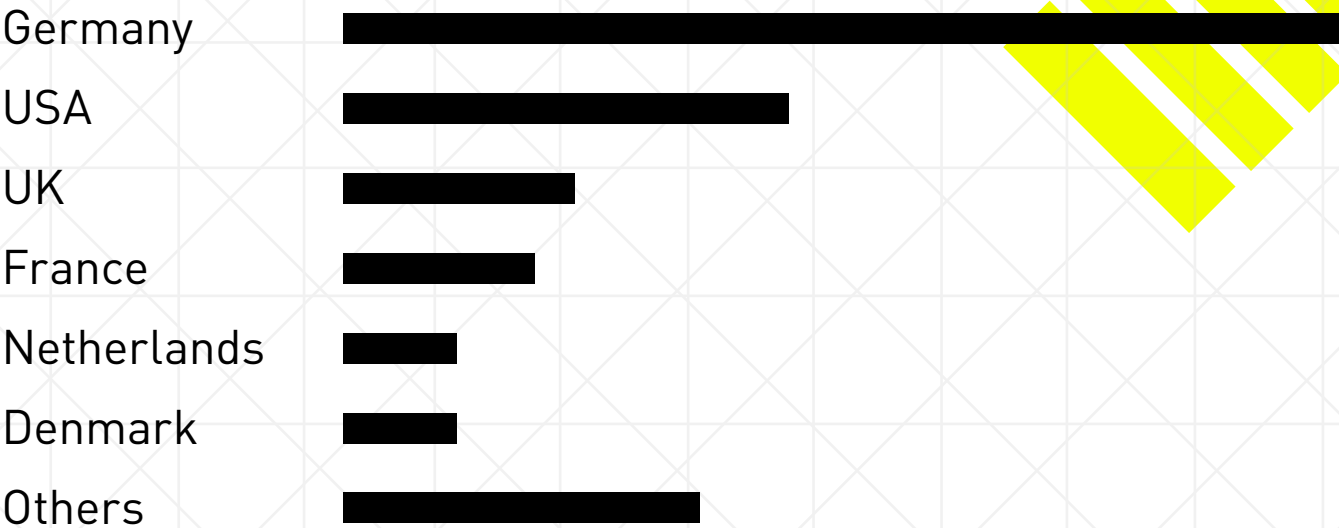
Visit 2016.intersectionconf.com for our Intersection conference program and session videos.

INTERSECTION15 Berlin

Intersection’15 was a joint conference with the Design Management Institute’s 19th annual Design Management Conference Europe marking the organisation’s 40th birthday. The joint topic **Design to Align** was recognised as a shared challenge among the conference attendees representing a large variety of backgrounds.

Our event attracted 150 participants from 15 countries, from Europe and beyond. To the mixed audience of Intersection we added DMI’s base of members and followers, resulting in a increased recognition for Intersection in the Design Leadership community. We also collaborated with various Enterprise and Business Architecture associations, making these groups exchange for the first time.

Where participants came from



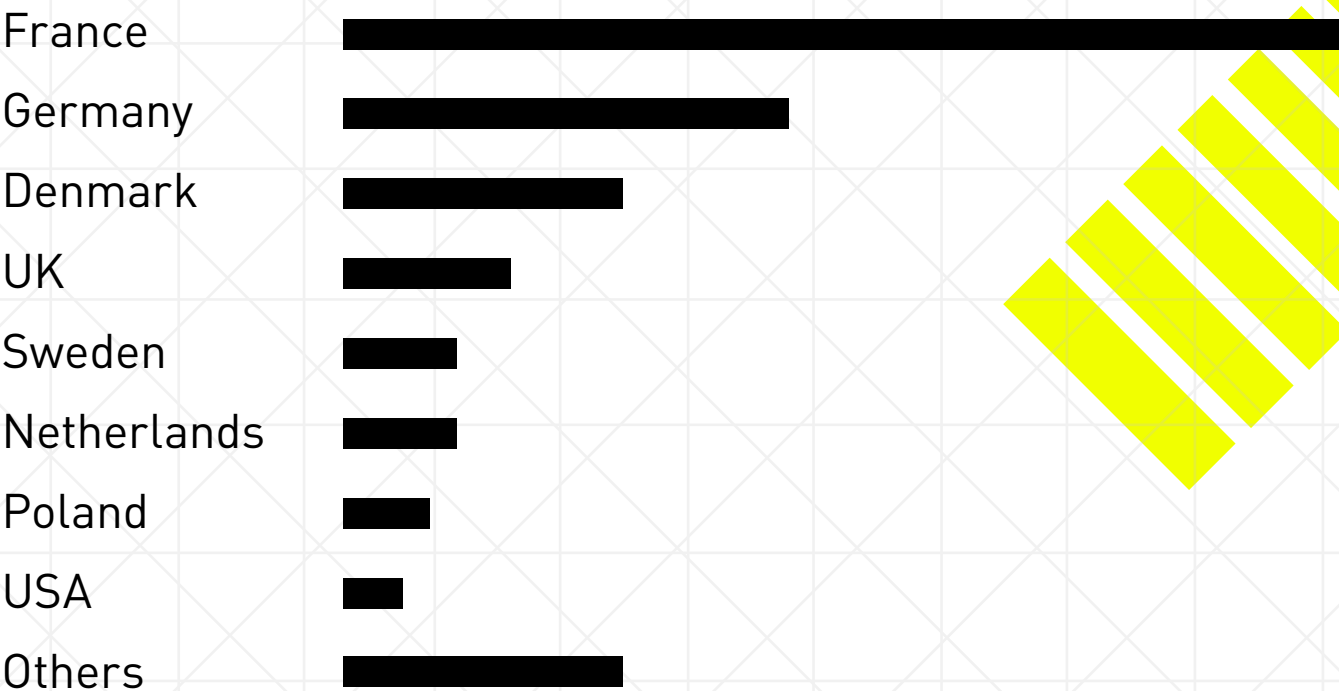
Visit 2015.intersectionconf.com for our Intersection + DMI Europe conference program and session videos. [See photos on Flickr.](#)

INTERSECTION14 in Paris

Our first edition in April 2014 organised with NUMA Paris attracted a mixed group of participants. In a two day event we heard inspiring talks and case studies from the different corners of the design space, and collaborated intensely in our interdisciplinary master classes.

Our audience reflects our international reach while engaging the local communities.

Where participants came from



Visit 2014.intersectionconf.com for our 2014 edition conference program and session videos.

Why attend and support?

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

Supporting and attending INTERSECTION18 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 Prague!

Enjoy exploring the Czech capital in the best time of the year. Prague is known as one of the most beautiful cities in Europe and a famous travel destination. Visit the old town with its historic buildings and try the best beer in the world!

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