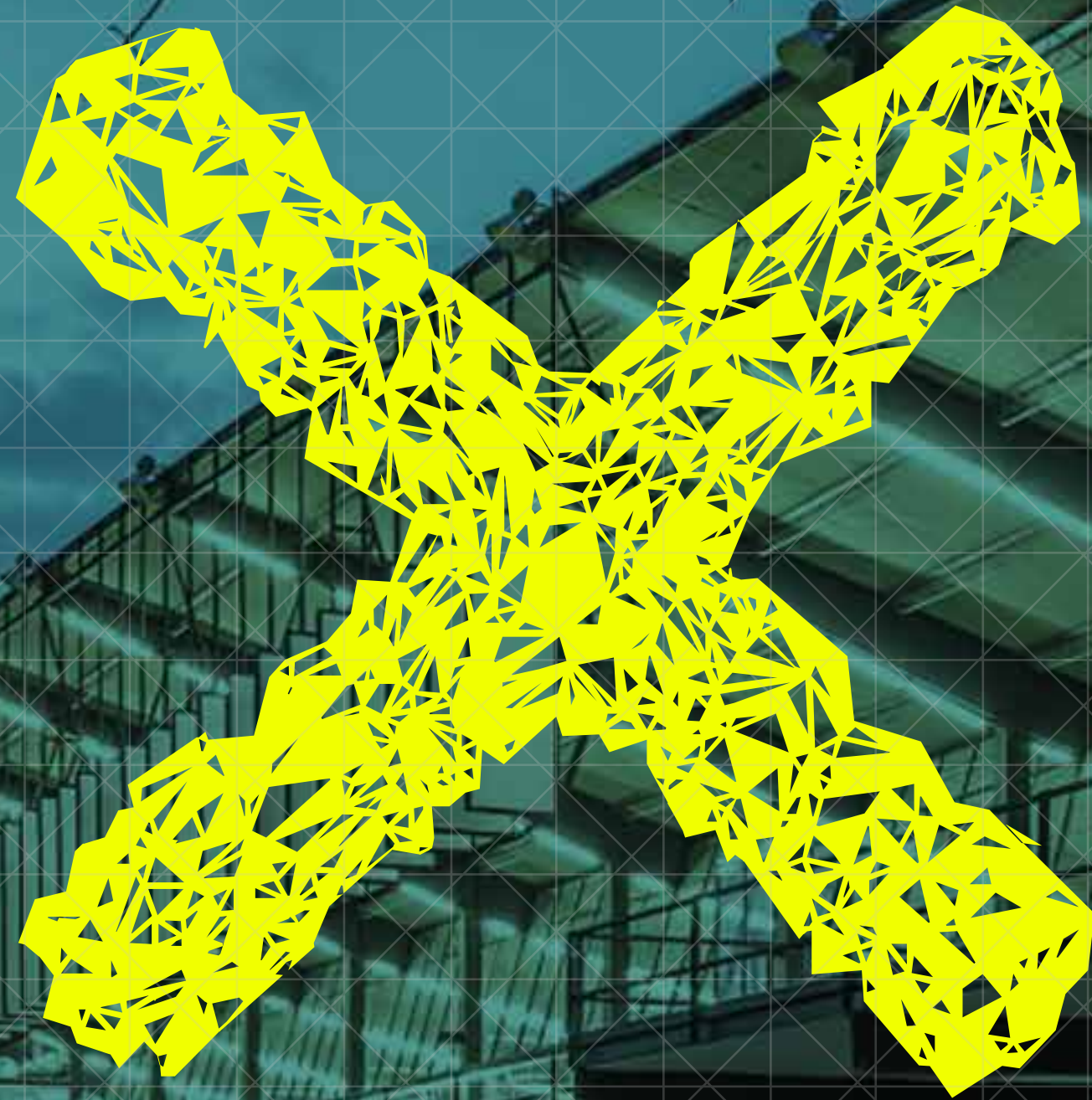


INTERSECTION17

CONFERENCE

BARCELONA, SEPTEMBER 7-8, 2017



Sponsoring Information

INTERSECTION17

Announcing Intersection17, September 7–8 at Canòdrom in Barcelona! In its fourth edition after Paris 2014, Berlin 2015 and Copenhagen 2016 Intersection17 brings together leading design thinkers and doers, driving a forward-looking exchange on Strategic Enterprise Design. Our unique format connects different perspectives, fields, environments and competencies in a set of inspiring talks and intense Master Classes. This year we invite all **enterprise rebels** to share their perspectives on making change happen in complex environments, and exchange thinking, approaches and tools.

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

Speakers and Audience

Speakers

INTERSECTION17 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.

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

INTERSECTION15 speakers

Mark Adams, VP Corporate Projects at Toyota Europe

Gerry McGovern, Founder & CEO of Customer CareWords

Eric Quint, Chief Design Officer, 3M

Philippe v. Caenegem, SD Strategic Innovation, Salesforce

Prof. Uli Weinberg, HPI School of Design Thinking

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

INTERSECTION17 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

Canòdrom Barcelona

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
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
The United Nations
thinkmoto
Toyota Europe
Trivento
United Nations
UK Government Digital Service
Veryday
Wipro Digital
Wolff Olins
Zilver Innovation

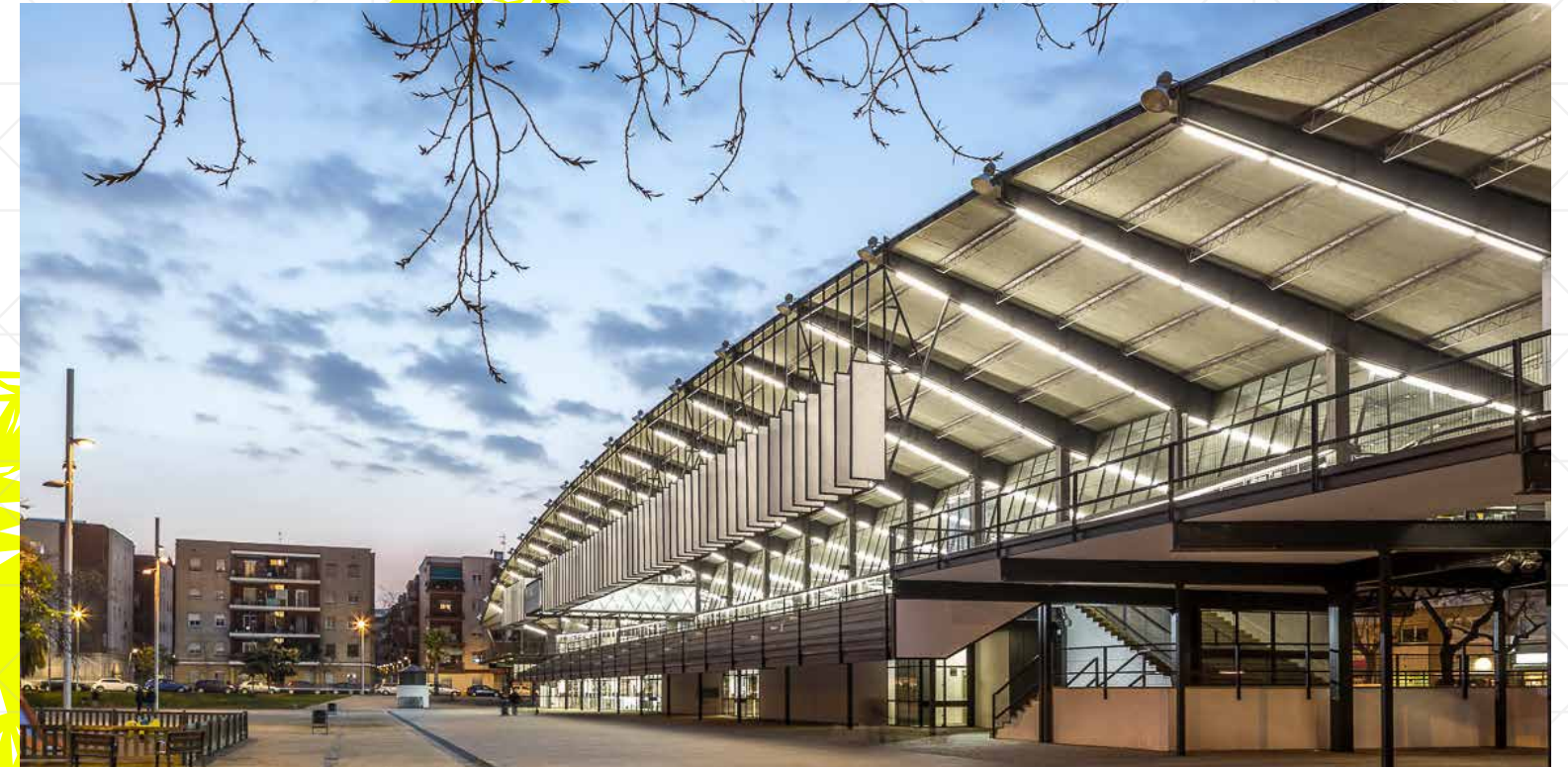
Conference Venue

INTERSECTION17 will be held at the Canòdrom Barcelona. With an area of 10,000 square meters, the Meridiana Canódrom (dog racing track) opened in 1964 and was designed by the architects Antonio Bonet and Josep Puig Torne. An impressive structure with hanging parasols and outdoor bleachers inspired by the industrial aesthetics of the fifties, the building won the FAD design award when it opened.

Today it is used as a creative research park, a space for innovation and entrepreneurship, for talented individuals in the creative and cultural industries. A space that is at the service for cultural entrepreneurs to turn their creative ideas in sectors such as the arts, technology and science, into new services and products. A benchmark for movers and shakers, and the industry. An open space for research and creativity. A space for the city and the citizen.

Canòdrom Barcelona
Canòdrom Parc de Recerca Creativa
c\ Concepció Arenal 165, 08027 Barcelona
Spain

<http://www.canodrom.com>



INTERSECTION17

Key figures

Average/Anticipated attendance: 110 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, Wolff 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

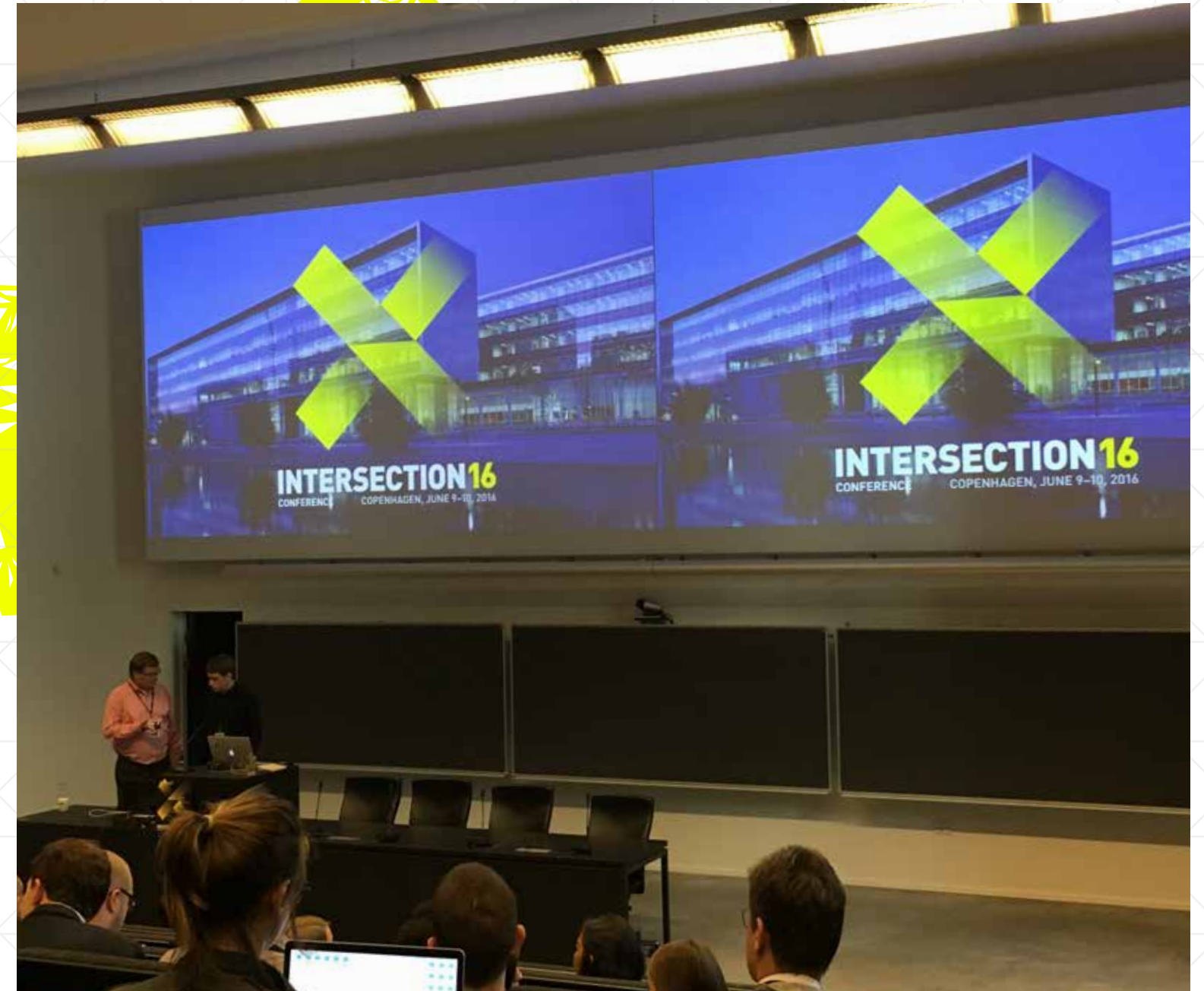
	Standard	Premium	Official Main Sponsor
Website	<ul style="list-style-type: none"> • Small logo in sponsor section 	<ul style="list-style-type: none"> • Medium logo in sponsor section 	<ul style="list-style-type: none"> • Large logo on top of homepage • Large logo in sponsor section
Program book	<ul style="list-style-type: 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, 1 day coffee breaks	Wednesday welcome drinks, speakers dinner, vendor booth, 1 day lunch	
	€ 2500	€ 5000	€ 10 000

INTERSECTION16 in Copenhagen

Our last year's edition of Intersection 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 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 perspectives.

Where participants came from



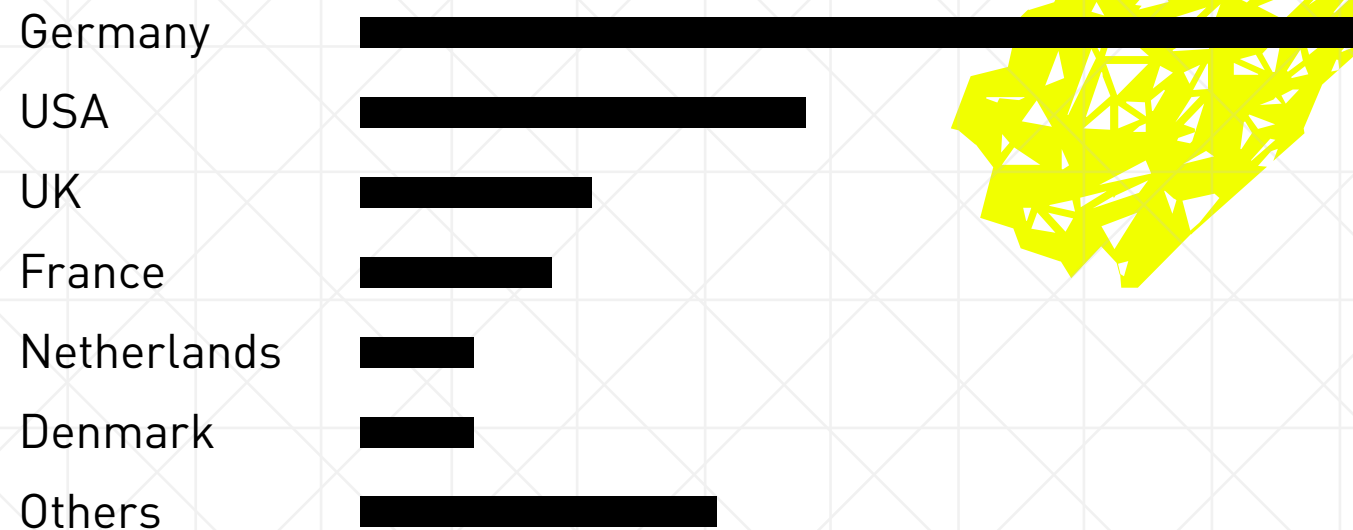
Visit 2016.intersectionconf.com for our Intersection conference program and session videos.

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



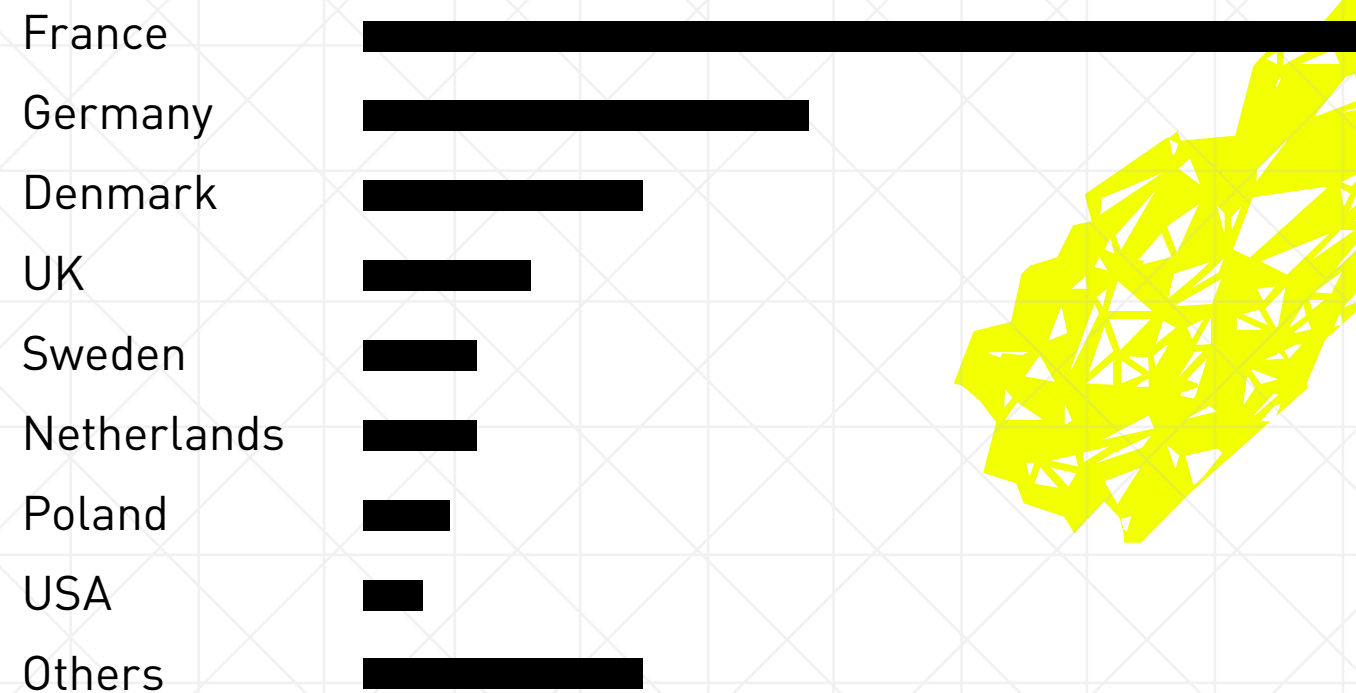
Visit 2015.intersectionconf.com for our Intersection + DMI Europe conference program and session videos. [See photos on Flickr.](#)

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 INTERSECTION17 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 Barcelona!

Enjoy exploring the Catalan capital in the best time of the year. Barcelona combines everything that is most charming about Mediterranean cities – a relaxed pace, sunshine, unbeatable food – with a vivid cultural and design scene.

Contact

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