

Intersection Conference

Where design meets development

October 9 and 10 2023

Turin

WHAT is Intersection?

The international event connecting designers and developers in both managerial and operative roles.

The 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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SCALING HUMAN POTENTIAL

For a greater future

Today's digital world demands vigilance. Companies must not only prepare their teams and organizations for disruption, but also ensure that their **products and services are agile** enough to embrace the unknown changes ahead.

Global, existential forces are not the only drivers of disruption; managers must also face breathless **emerging technology hype**, such as the power of augmented intelligence foster by **open AI**.

The importance of **enhancing creativity, building soft skills, empathy** and really **understanding the needs of the customer** will be more and more valuable in this kind of world.

How can we use the power of this augmented intelligence to release new value and creativity?



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BEYOND BOUNDARIES

The topics

- **DESIGN & DEVELOPMENT TECHNIQUES:** Improve every aspect of your process, from **team management & design tools**, **inclusivity & accessibility**, to **development frameworks & libraries**.
- **CREATIVITY:** Discover how to **apply creativity in different contexts** and learn how computer programming can be a creative discipline. Master how to design disruptive and people oriented interfaces.

BEYOND BOUNDARIES

The topics

- **ENTERPRISE UX:** Learn how to leverage business value into your design projects and to **measure the ROI of design**. Explore how to build Omnichannel Customer Experiences.
- **GENERATIVE AI & MACHINE LEARNING:** Explore use cases and applications of **autocoding platforms** and **voice interactions**. You will be exposed to various issues and concerns surrounding **AI** such as ethics, bias, & jobs.

PREVIOUS SPEAKERS 2023



Adam Cochrane
TAXFIX



Guido Parlato
FROG DESIGN



Giulia Calabretta
**DELFT
UNIVERSITY**



Simone Pancaldi
ATLASSIAN



Alastair Somerville

ACUITY



Matteo Di Pascale

**SEFIROT INDEPENDENT
PUBLISHER**



Filippo Elgorni

ACCURAT



Marc Biemer

ALVA LABS



Mey Beisaron

FORTER



Boris Di Chio

FROG DESIGN

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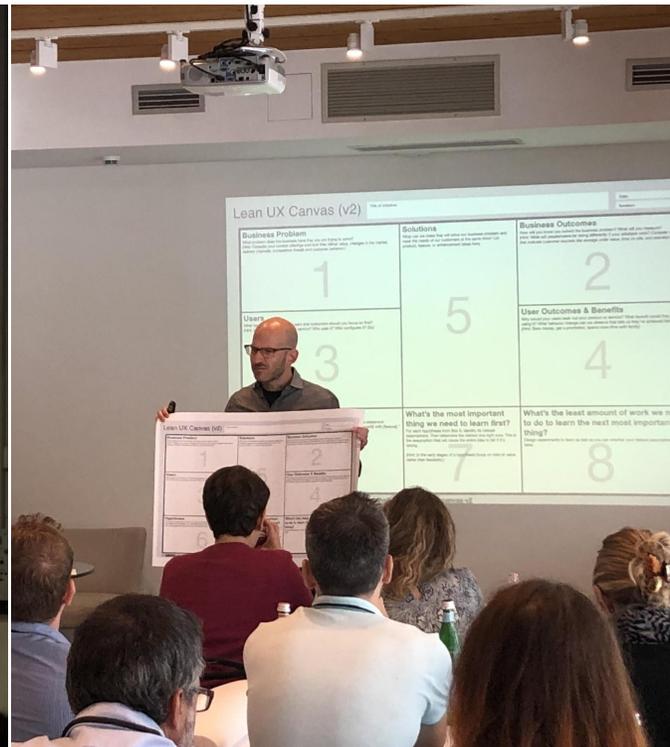
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PREVIOUS SPEAKERS

and more...



VLAD CAVALCANTI,
ATLASSIAN



JEFF GOTHELF,
AUTHOR OF LEAN UX



VAL HEAD,
ADOBE

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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.



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EXPERIENCE

Activities

Foster an EXTRAORDINARY EXPERIENCE and be remembered

Being Turin the city of magic this cannot be just another 9 to 5 conference: as a Sponsor you will have the chance to host the **exclusive** party at the conference night event and gain a special spot in everyone's mind.

You will also get the great opportunity to join the private tour of the city with our speakers and a local guide in the late afternoon after the workshop day.



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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.

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COMMUNICATION STRATEGY

We want to make a lot of noise around Intersection 2023. 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.



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PROMOTION

- Blogs and magazines
- Solid and consistent Social Media calendar
- Paid advertisement to increase brand awareness and boost ticket sales.
- Periodic newsletters to the mailing lists Hinto®
- Involvement of our partners to expand the reach
- Public relations with institutions universities, companies, promoter and consultants of the UX and Development sector
- Ticket contests through media partners and on our Intersection Social
- General promotion of the event

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SPONSORSHIP OPPORTUNITIES

Sponsor benefits	Diamond (max 1)	Platinum (max 4)	Gold (MAX 4)	Exhibitors (max 5)
cost	10.000€ + vat (20 tickets for your customers included, exclusive visibility at party night, logo on video streaming band)	6000€ + vat (10 tickets for your customers included, branded coffee break or night aperitivo, logo on video streaming band)	2000€ + vat (5 tickets for your customers included)	1250€ +vat

SPONSORSHIP OPPORTUNITIES

GIVE A NIGHT TO REMEMBER

Unwind and recharge after an intense schedule is a must: sponsoring the evening party will give your company an exclusive stage and maximum exposure.

10.000 € + vat*



* Price also include logo on the website, mention in our newsletter and social media posts .

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SPONSORSHIP OPPORTUNITIES

BE THE HERO

Everyone needs a cup of good coffee, so be the hero and sponsor one of our two coffee breaks or welcome coffee, while gaining maximum exposure by branding the cups and placing your logo in the hall where everyone will network.

3.000 € + vat*



* Price also include logo on the website, mention in our newsletter and social media posts .

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SPONSORSHIP OPPORTUNITIES

FIND THE BEST TALENTS

Finding new talents in nowadays competitive market is not an easy task. That's why we want to help you meet your next candidates and schedule the first interview in a dedicated space during the conference.

2.000 € + vat*



* Price also include logo on the website, mention in our newsletter and social media posts .

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MEDIAPARTER OPPORTUNITIES

Website	Logo below the fold	●
	Listing on the sponsorship page	●
	Sponsor badge for your site	●
Booth	Logo at the end of speakers presentation	
	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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MEDIAPARTNER OPPORTUNITIES

CHANNEL	Your ACTIONS as media partner
Website	Add Intersection Logo to your website and link to https://www.intersection-conference.eu/
Social media	<p>Announce partnership with Intersection on your social media channels using Intersection hashtags</p> <p>Create a few posts about Intersection (eg. speakers, themes) using provided hashtags, tagging Intersection and publish them on your social media eg. FB, Twitter, LinkedIn, Slack</p> <p>Share a few 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, Slack</p>
Newsletter	Send email blast to your contacts OR Include our banner with link to tickets and your promo as media partner in newsletters
Tickets	Offer discount code at the agreed %

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TICKETS



Blind bird: 80€ +vat

Early bird: 99€ +vat

Regular ticket: 160€ +vat

Workshop price: 300€ +vat

Estimated numbers of participants: 300

Thank you
for your time

