

# Intersection Conference

Where design meets development

**7-8 October 2024**  
Turin

# What is Intersection?

Intersection is 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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# BEYOND BOUNDARIES

## *The topics*



### **Design and Development Techniques**

Improve every aspect of your process, from team management, to design tools, inclusivity, accessibility, development frameworks & libraries.



### **Creativity**

Discover how to apply creativity in different contexts. Learn how to apply computer programming as a creative discipline. See how to design disruptive and people oriented interfaces.



### **Enterprise UX**

Learn how to leverage business value in to your design projects and to measure the ROI of design. Explore how to build Omnichannel Customer Experiences.



### **Generative AI and 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.

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## PREVIOUS SPEAKERS



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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## 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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# SPONSORSHIP OPPORTUNITIES

Sponsor benefits	<b>Diamond (max 1)</b>	<b>Platinum (max 4)</b>	<b>Gold (MAX 4)</b>	<b>Exhibitors (max 5)</b>
cost	10.000€ + vat - 20 tickets for your customers included - Logo on video streaming band - Creative marketing activities on our audience - Booth - Exclusive visibility at party night	6000€ + vat - 10 tickets for your customers included - Logo on video streaming band -Marketing activities - Booth -Branded coffee break or night aperitivo	2000€ + vat - 5 tickets for your customers included - Logo on video streaming band -Marketing activities to be defined	1250€ +vat - 2 tickets for your customers included - Logo on video streaming band -Marketing activities to be defined

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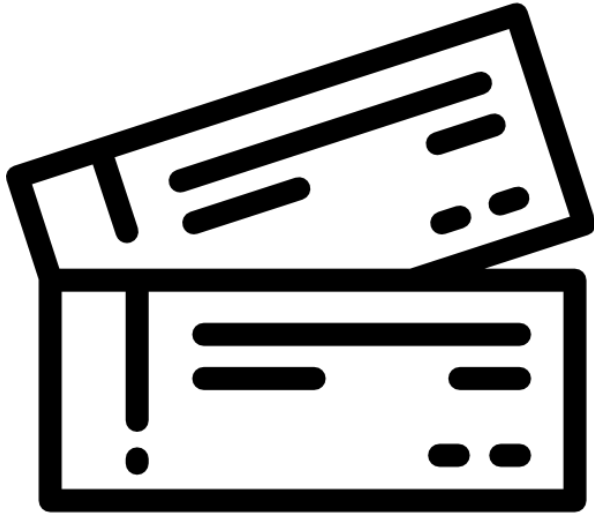
# PLANNED PROMOTIONAL ACTIVITIES FOR THE CONFERENCE

- 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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## TICKETS



**Blind bird:** 80€ +vat

**Early bird:** 99€ +vat

**Regular ticket:** 160€ +vat

**Workshop price:** 300€ +vat

**Estimated numbers of participants:** 300

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# Contact us

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