

# INTERSECTION16

CONFERENCE

COPENHAGEN, JUNE 9 – 10, 2016



**Sponsoring Information**



# INTERSECTION16

Announcing **INTERSECTION16**, June 9 – 10 at IT University Copenhagen! In its third edition after Paris 2014 and Berlin 2015 with DMI, **INTERSECTION16** 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.

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

**INTERSECTION16** 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.

## 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

## INTERSECTION14 speakers

**Anne Asensio**, VP Design at Dassault Systèmes

**Tobias Haug**, Design & Co-Innovation Center at SAP

**Dion Hinchliffe**, Author of Social Business by Design

**Chris Potts**, Corporate Strategist in Enterprise Investment

**Eric Roscam Abbing**, author of Brand-driven Innovation

## 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

**INTERSECTION16** 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

## Local Event Partners

IT University of Copenhagen

*more partnerships are currently being negotiated*

## INTERSECTION'14/15 contributors

3M

Aéroports de Paris

Age of Artists

Attoma

BBVA

Carphone Warehouse

Customer CareWords

Dachis Group

Danish Ministry of Higher  
Education and Science

Dassault Systèmes

edenspiekermann\_

Faurecia xWorks

frog design

FromHereOn

Google Experts

HERE

HPI d.school

Informaat

InProcess Group

Intuit

IRM Sweden

Livework Studio

Mormedi

Plan

Play Telecom

QualiWare

SalesForce

SAP

SI Labs

The United Nations

tetradian consulting

thinkmoto

Toyota Europe

Trivento

Veryday

Wilton Consulting

Zilver Innovation



# Conference Venue

**INTERSECTION16** will be held at the IT University of Copenhagen. Based on its mission of contributing to making Denmark exceptionally good at creating value with IT, the IT University strives to deliver internationally recognized and highly relevant research and education.

Approximately 2,600 students are enrolled in the university. Since the establishment students with more than 100 different bachelor degrees have been admitted. The vast majority of the graduates are employed in the private sector. The IT University has research groups that work with identifying and developing innovative communication, computer games, improving IT-design, IT-technologies, and software development. Much of this research is done in collaborative projects with participants from industry, public sector and leading international researchers.

**IT University of Copenhagen**  
**Rued Langgaards Vej 7**  
**DK-2300 Copenhagen S**  
**Denmark**

<http://www.itu.dk>





# INTERSECTION16

## Key figures

Average/Anticipated attendance: 150-200

Representing 15-20 countries: 85% Europe, 15% other

Markets: 40% corporate, 30% consulting, 20% 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; 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"> <li>• Small logo in sponsor section</li> </ul>	<ul style="list-style-type: none"> <li>• Medium logo in sponsor section</li> </ul>	<ul style="list-style-type: none"> <li>• Large logo on top of homepage</li> <li>• Large logo in sponsor section</li> </ul>
Program book	<ul style="list-style-type: none"> <li>• Logo in the sponsor section</li> </ul>	<ul style="list-style-type: none"> <li>• Half-page ad</li> <li>• Logo in the sponsor section</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page ad</li> <li>• Logo on cover</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Small logo on all signage</li> </ul>	<ul style="list-style-type: none"> <li>• Medium logo on all signage</li> </ul>	<ul style="list-style-type: none"> <li>• Large logo on all signage</li> </ul>
Room			<ul style="list-style-type: none"> <li>• Main room + vendor booth</li> </ul>
Party			<ul style="list-style-type: none"> <li>• Exclusive signage and give-aways</li> </ul>
Video			<ul style="list-style-type: none"> <li>• Visibility in all video recordings</li> </ul>
	+ 1 free conference ticket	+ 1 free conference ticket	+ 3 free conference tickets
<b>Choose one:</b>	<b>Wifi, Giveaways, masterclass room, 1 day coffee breaks</b>	<b>Wednesday welcome drinks, speakers dinner, vendor booth, 1 day lunch</b>	
	<b>€ 2500</b>	<b>€ 5000</b>	<b>€ 10 000</b>

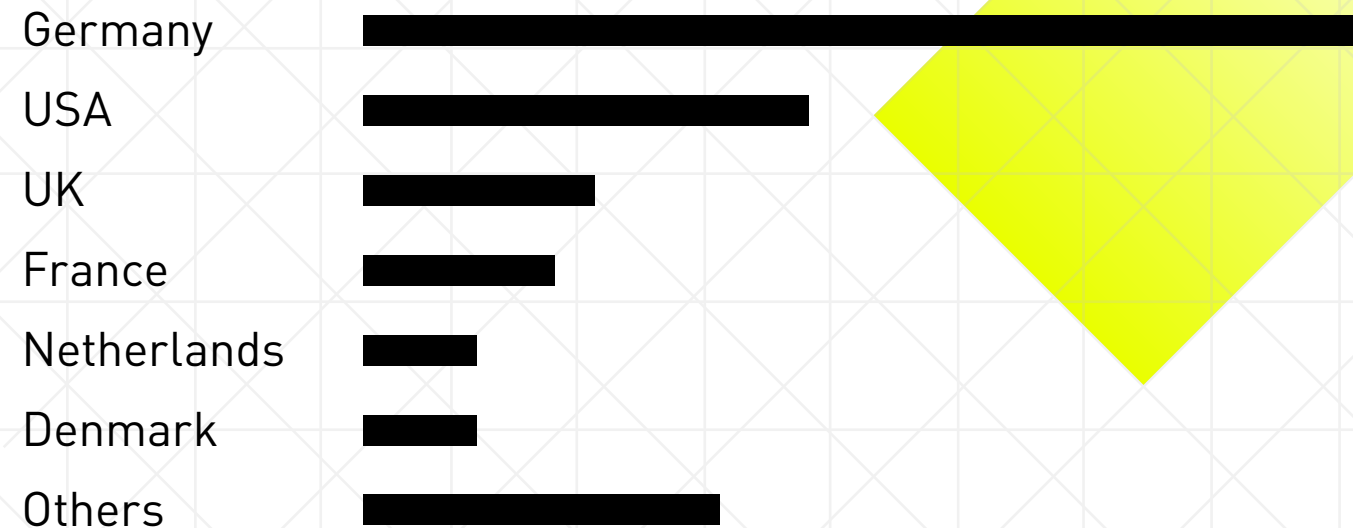


# INTERSECTION15 Berlin

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

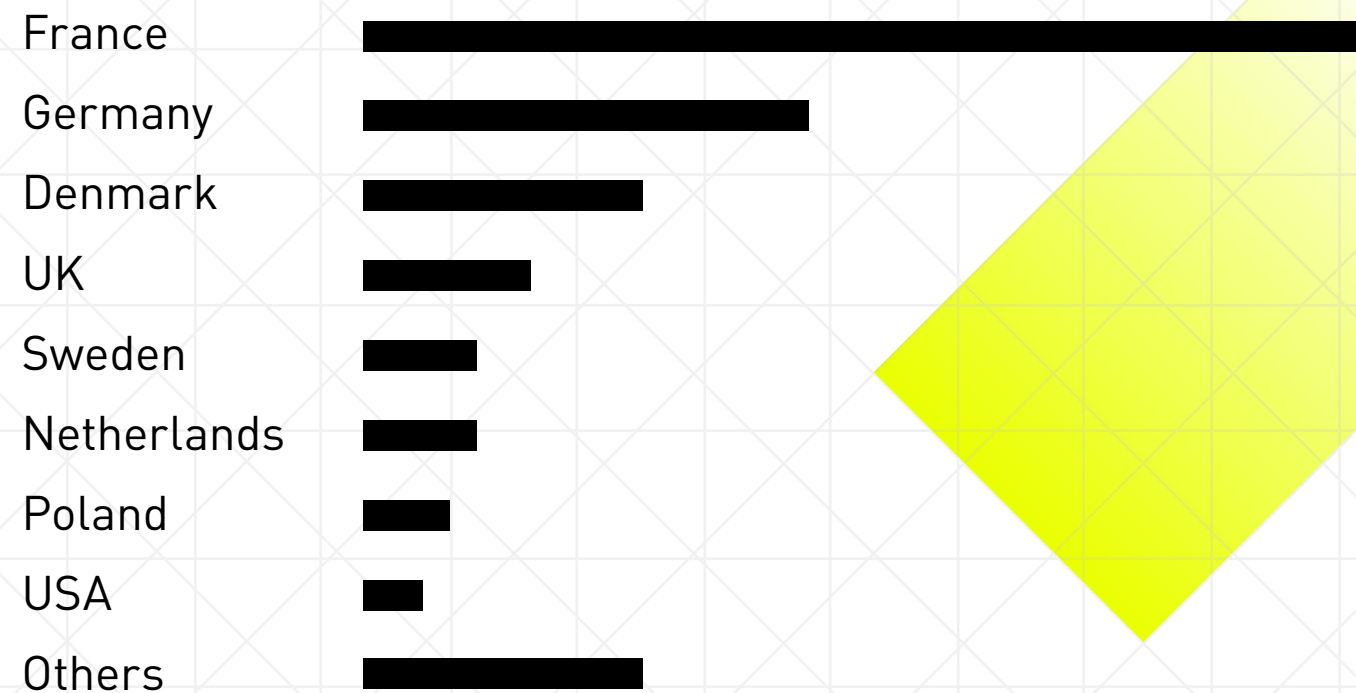


# INTERSECTION14 in Paris

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 INTERSECTION14 participants came from



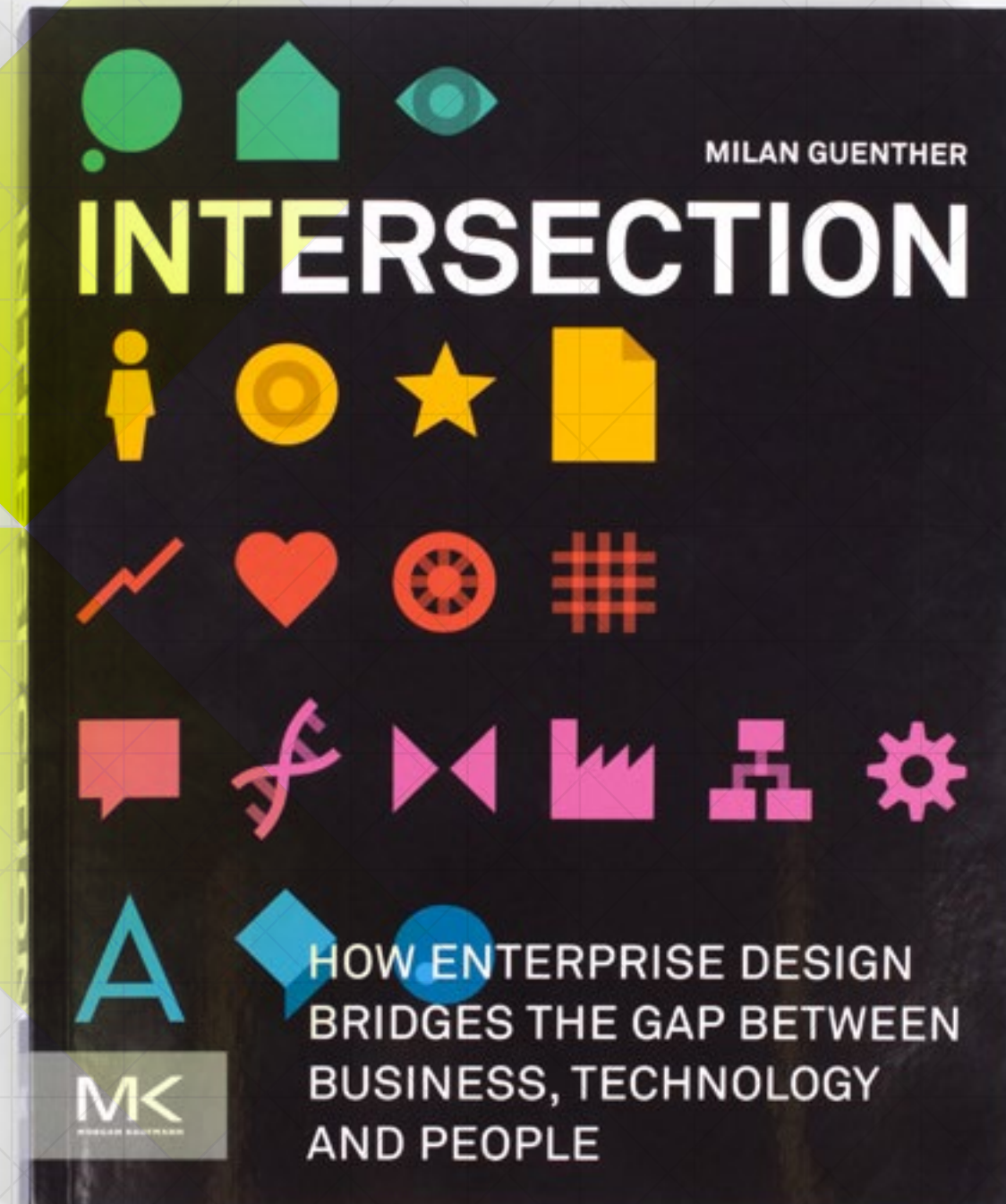
Visit [2014.intersectionconf.com](http://2014.intersectionconf.com) for our 2014 edition conference program and session videos.

# INTERSECTION: the book

In **INTERSECTION**, Milan Guenther introduces a **Strategic Design** approach that aligns the overarching efforts of disciplines as diverse as Branding, Enterprise Architecture and Experience Design on common course to shape tomorrow's enterprises. This book gives designers, entrepreneurs, innovators and leaders a holistic model and a vocabulary to tackle such challenges.

The Enterprise Design framework portrayed in **INTERSECTION** cuts through the complexity of Strategic Design work, explains how to navigate key aspects and bridge diverging viewpoints. In 9 examples, the author looks at the way companies like Apple, SAP, BBVA, and Jeppesen (a Boeing Company) apply design thinking and practice to shape their enterprises. Moving from strategy to conceptual design and concrete results, Intersection shows what is relevant at which point, and what expertise to involve.

[www.intersectionbook.com](http://www.intersectionbook.com)





# Why attend and support?

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

**Supporting and attending INTERSECTION16 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 summer in Copenhagen!**

Enjoy exploring the Danish capital in the best time of the year. People jump head first into the harbour's clean waters and enjoy every bit of the city's offerings a little extra. Join the summer activities and enjoy the many outdoor delish eating and drinking options during those white Nordic nights while you take in Copenhagen's unique summer atmosphere.

# Contact

**eda.c gmbh & co kg**  
**Gladbacher Straße 7**  
**40219 Düsseldorf**  
**Germany**

**Your contact:**  
**Dennis Middeke**  
**T +49 176 23145745**

**[www.intersectionconf.com](http://www.intersectionconf.com)**  
**[hello@intersectionconf.com](mailto:hello@intersectionconf.com)**

