INTERSECTION23

Vienna, September 18–20

Sponsoring Opportunities

CREATING SUSTAINABLE ENTERPRISES

This is INTERSECTION 23, the 9th edition of our leading conference on Enterprise Design. We gather a global community with a shared ambition to design better enterprises.
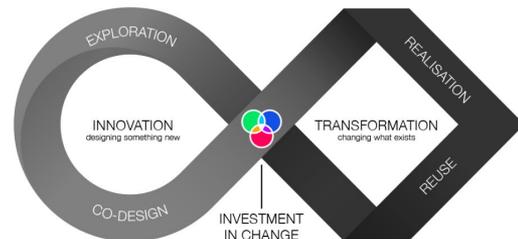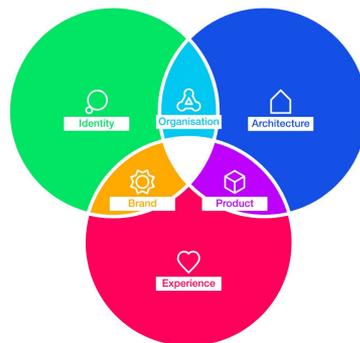
Since its first 2014 edition in Paris, INTERSECTION conference has been the pioneering event for those who want to see better enterprises emerge around them. We believe that we can overcome the paradigm of traditional corporate or institutional organisations. Enterprises can be purposefully created to add value to people's lives, and deliver on their promises.

Beyond the next startup, product or project, this is about designing enterprises that pursue a purpose and establish and maintain good relationships with their customers, staff, investors, and other actors. We aim to innovate and transform enterprises and their ecosystem relationships, across public and private sectors, for actual outcomes.

This is an event by Intersection Group, a global not for profit organisation dedicated to *helping people create better enterprises.* Our sponsors help make INTERSECTION 23 happen. Support our event and the Enterprise Design movement and become a visible part of the community.

During three days, we will exchange on a holistic and systemic practice, applied to the enterprise itself as our material to design with. Using the Enterprise Design Facets as a guiding tool, we will make sense of enterprise challenges in our case talks and workshops, and share approaches and solutions directly applicable in practice.

| 19 Lisbon | 18 Prague | 17 Barcelona | 16 Copenhagen | 15 Berlin | 14 Paris |

FORMAT & SPEAKERS

INTERSECTION 23 in Stockholm seeks to inspire and equip our participants to recreate their organisations. From a shared purpose to making the enterprise deliver, as a vehicle for human agency at scale.

4 keynotes
We invite high profile speakers to give inspirational talks.

12 case talks
12 experts are selected from our call for contribution to present their cases and how they designed enterprises to be more purposeful.

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

EDGY User day
Learn from EDGY practitioners and discuss with them their real-world EDGY cases.

2 evening events
On the evening before and after the first conference day, we invite our attendees to mingle and discuss around a drink.

Previous INTERSECTION speakers
Bruce Mau, designer and educator, author of MC24
Naomi Stanford, author, The Economist Guide to Organisation Design
Christian Felber, initiator of the Economy for the Common Good
Scott Ambler, Agile Data Coach, author of Disciplined Agile
Hayley Hughes, UX Director, Shopify

Enterprises contributing to our conference series

Adobe	Facebook	Port of Antwerp	Toyota
Axians	IBM	Queensland Government	UK Government
BBVA	MIT	SalesForce	United Nations
DesignIt	OECD	SAP	VMWare
Enspiral	onepoint	Shopify	Wolff Olins
Equinor	Orange	Spreadshirt	Woolworths

LOCATION

INTERSECTION 23 will take place as an exclusive physical event at the festival room of the University of Vienna, Austria. An imperial venue will be the perfect surrounding for inspiring talks and vivid discussions with our community full of people who dream, aspire and invent ways to create better enterprises.

Vienna University
Universitätsring 1
1010 Vienna
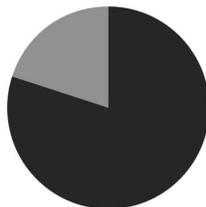Austria

https://www.univie.ac.at

AUDIENCE

The INTERSECTION community is tied together by the believe that we should design better enterprises. Up to 100 participants get the opportunity to meet lots of like-minded people, exchange thoughts, and learn how others dealt with strategic challenges they are facing.

Our typical audience consists of
• Enterprise executives seeking to leverage the design competency
• Team leaders of design, architecture, change or product teams
• Startup founders challenged to design everything from scratch
• Designers, architects and consultants working at a strategic level
• Academics, graduate students, influencers and industry analysts

50% enterprises
30% consulting
10% academic
10% others

80% Europe
20% Other regions

People behind Intersection Group:
15 core team members
80+ advising members
7 development partners
900+ people on Slack
8000+ newsletter subscribers

Various backgrounds:
About 20% Enterprise and Business Architects
About 20% Experience, Service and Business Designers
About 20% Organisation Designers and Leadership Consultants

A diverse group of about 40% related profiles, representing professional practices engaged in co-creating their enterprises: Business Analysts, Founders and Executives, Digital, Innovation or Change Agents, Operations and Process Designers, Branding and Marketing Experts, Executive and Leadership Coaches, Financial Analysts, Transformation Leaders, Agilists and IT Experts, Product Owners and Managers, Industry Experts and Analysts…

WHY ATTEND & SUPPORT

Designers, architects and enterprise change makers working in complex environments face challenges like never before. Supporting and attending INTERSECTION 23 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 Enterprise 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 executives and practitioners from the leading corporate and institutional organisations, as well as the best-in-class agencies and consultancies. Find your next job or candidate, develop your business and build your network.

Support the development of the practice
Intersection Group is a not for profit association dedicated to *helping people create better enterprises*. By supporting INTERSECTION 23 you help shape the future of strategic Enterprise Design practice.

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 Enterprise Design and Architecture projects.

Deep dive into cross-disciplinary design work
Our workshops bring together leading practitioners from different professions, who have experienced the Intersection between these fields in their work. Learn how to use Business Architecture to make your Product Design deliver, blend Systems and Design Thinking for your next Organisation Design, or apply an Enterprise Design approach in your environment.

SPONSORING PACKAGES

Basic Sponsor 9 available	Premium Sponsor 6 available	Main Sponsor 1 available
Shout out in conference opening/closing	Shout out in conference opening/closing	5 minutes slot in conference opening
Small logo on the conference website	Medium logo on the website/communications	Large logo on the website/communications
	Official partnership with Intersection Group	Official partnership with Intersection Group
	Goodie bag items, exhibition space	Goodie bag items, exhibition space, newsletter
		Visibility in all X22 session videos on YouTube
1 free conference ticket 50% discount on additional staff tickets	3 free conference tickets 50% discount on additional staff tickets	5 free conference tickets 50% discount on additional staff tickets
1.990€ for enterprise teams **2.490€** for solution vendors	**4.990€** for enterprise teams **5.590€** for solution vendors	**10.990€** for enterprise teams **12.090€** for solution vendors

Do you have a special sponsoring request? Let's talk!

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