



INTERSECTION25

Brussels, September 17–19

Sponsoring Opportunities

UNTANGLING THE MESS, TOGETHER!

This is INTERSECTION 25, the 11th edition of our leading conference on Enterprise Design. We gather a global community with a shared ambition to design better enterprises.

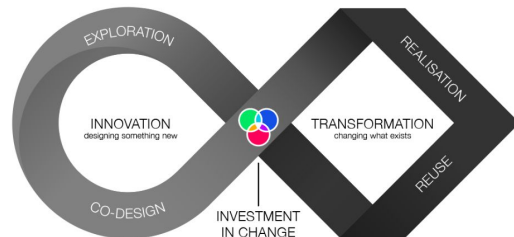
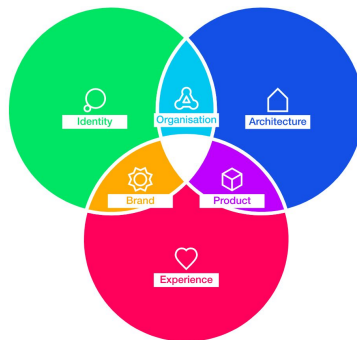
Since its first 2014 edition in Paris, INTERSECTION conference has been the pioneering event for those who want to see better enterprises emerge around them. We believe that we can overcome the paradigm of traditional corporate or institutional organisations. Enterprises can be purposefully created to 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.

Paris 2014 | Berlin 2015 | Copenhagen 2016 | Barcelona 2017 | Prague 2018 | Lisbon 2019 | Virtual 2020 | Stockholm 2022 | Vienna 2023 | Rome 2024 | Brussels 2025

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 25 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.





INTERSECTION 25 in Rome 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.

2 keynotes

We invite high profile speakers to give inspirational talks and make new announcements about the future of EDGY.

10 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 tools and share their experience.

EDGY User day

Learn from EDGY practitioners and discuss their real-world cases.

3 evening events

In the evenings, we invite our attendees to mingle over 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

Enspiralt

onpoint

Shopify

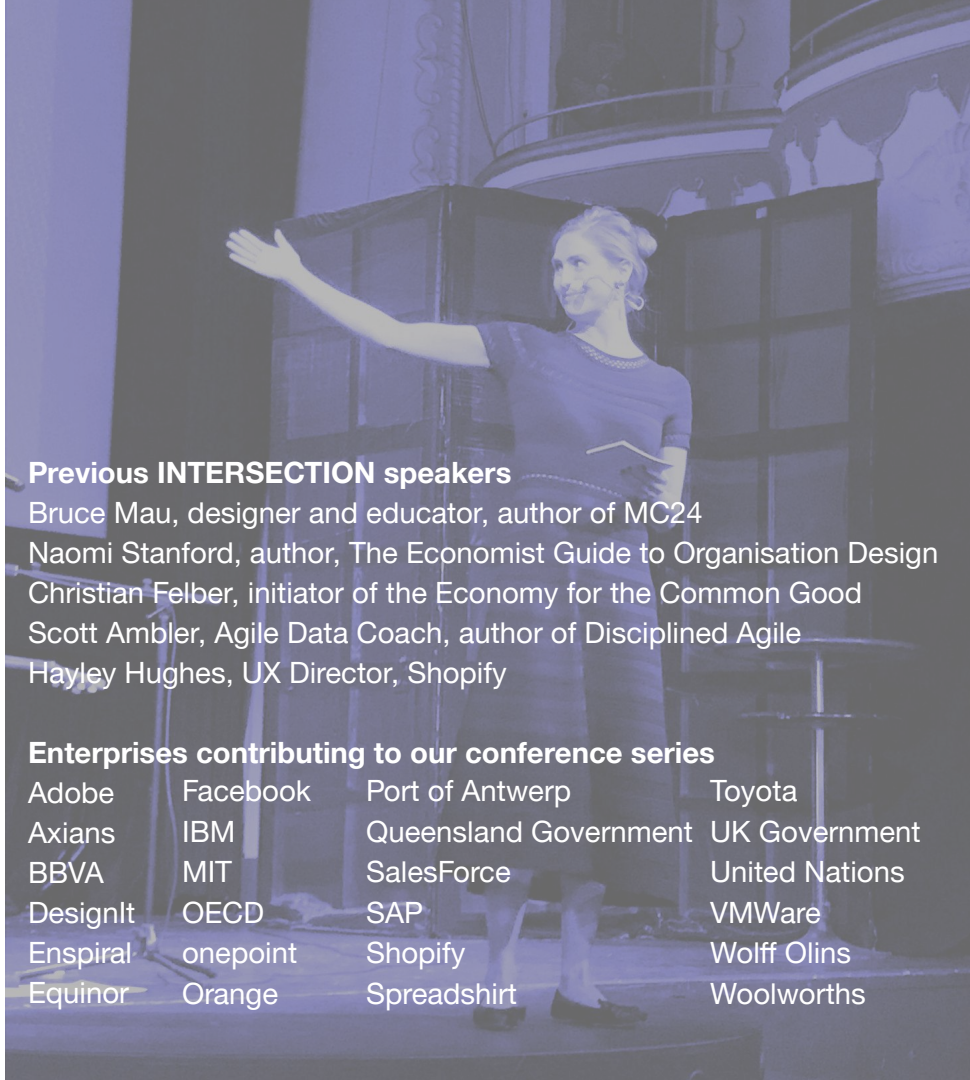
Wolff Olins

Equinor

Orange

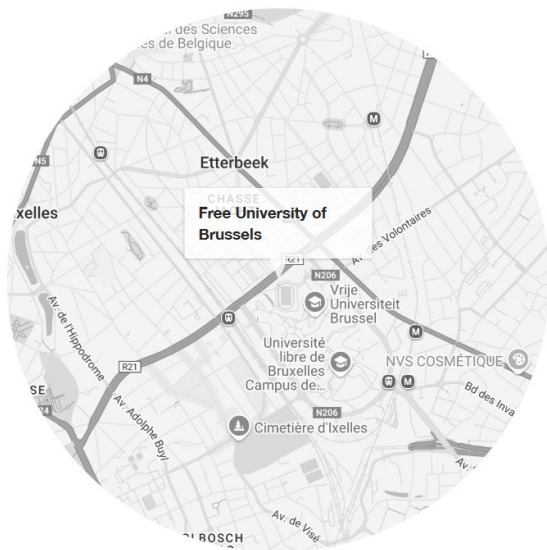
Spreadshirt

Woolworths





INTERSECTION 25 will take place as an exclusive in-person event on the vibrant campus of the Free University of Brussels. A modern and green urban setting will provide the ideal backdrop for thought-provoking talks and vivid discussions with our community full of people who dream, aspire and invent ways to create better enterprises.



Free University of Brussels
Bd de la Plaine / Pleinlaan 2
1050 Ixelles / Elsene (Brussels)
Belgium

<https://www.vub.be/en>

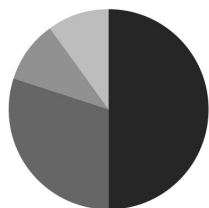




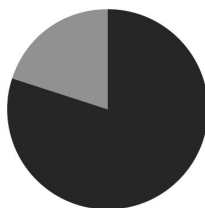
The INTERSECTION community is tied together by the belief that we should design better enterprises. Up to 120 participants get the opportunity to meet lots of like-minded people, exchange thoughts, and learn how others dealt with strategic challenges they are facing.

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
1300+ people on Slack
9000+ 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...



Designers, architects and enterprise change makers working in complex environments face challenges like never before.

Supporting and attending INTERSECTION 25 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 25 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.



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 X25 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!



Intersection Group
Am Schierlinggrund 56
1220 Vienna, Austria

Your contact: Helgi Björgvinsson
hello@intersection.group

Austrian Registry of Associations No: 1198668561
Represented by the presidents
Wolfgang Goebel, Milan Guenther