

# INTERSECTION<sup>20</sup>

Joining Forces

Conference  
September, 24-25  
Stockholm, Sweden

Sponsoring Information

# INTERSECTION20 Joining Forces

This is Intersection20, the 7th global conference about **Enterprise Design**. We bring together a global community with the shared ambition to design and build better enterprises.

We need better enterprises, now more than ever. Lack of purpose, disappointment, irrelevance, demise: the enterprise is in crisis. Beyond the next startup or intrapreneurship idea, we aim to innovate and transform enterprises and their ecosystem relationships, across public and private sectors and with actual outcomes at scale.

In this edition, we will take action together to make things happen. We are enterprise designers, architects and change makers, **Joining Forces** to help ambitious entrepreneurs of all kinds tackle the big challenges of our time. Building on the seeds of cross-discipline collaboration we achieved, we are growing a **global network of enterprise designers**. And we jointly develop the **Enterprise Design Framework** which helps teams to design and deliver outcomes.

Over two days, we will exchange practical tools and cases to do just that. We will share stories and new thinking in inspiring **talks**, take home tools and methods from experienced practitioners in our **masterclasses**, and ramp up your Enterprise Design skills in our **pre-conference workshop**.

## Our sponsors help make INTERSECTION20 happen.

Support our event and the Enterprise Design movement and become a visible part of the community.

Format

**2 days conference**

September 24 & 25, 2020

**2 evening events**

September 23 & 24, 2020

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Audience

Up to

**120**

participants

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Sponsoring Packages

**2500 – 10000**

Euros

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Contact

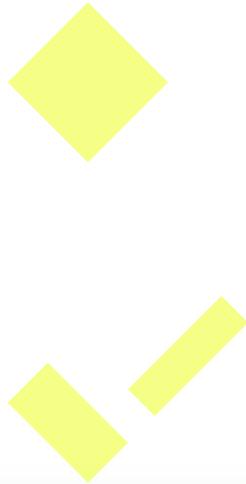
**hello@intersectionconf.com**

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# Location

INTERSECTION20 will be held at **Musikaliska** in the heart of **Stockholm**. It was built in 1878 to house the musical academy. In 1901, the very first award ceremony of the Nobel Price took place in the main hall. Today, it is the oldest concert hall in Stockholm.

Musikaliska  
Nybrokajen 11  
111 48 Stockholm  
Sweden



# Format & Speakers

INTERSECTION20 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.

Our event will feature:

## **2 days conference**

September 24-25, 2020

## **1 welcome drinks event**

September 23, 2020

The evening before our conference we invite all attendees for drinks to connect and break the ice.

## **1 evening reception**

September 24, 2020

The first conference day closes with a reception where participants can network and share their experiences over a beer.

## **4 keynotes**

We invite high profile speakers to give inspirational talks about their expertise.

## **12 case studies**

12 experts are selected from our call for contribution to present their cases and how they designed enterprises for better futures

## **4 master classes**

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

## **INTERSECTION19 speakers**

Martin Mocker - Author of Designed for Digital  
Takashi Iba - Professor, Keio University  
Ty Tyner - Design Program Director, IBM  
Nicolas Enjalbert - Design Director, Hiveworks  
Chris Potts - Dominic Barrow  
Ana Pité - Head of Innovation Design, Axians

## **INTERSECTION18 speakers**

Richard D. Barlett - The Hum, Loomio, Enspiral  
Jiri Fabian - Founder, TopMonks  
Natalia Lombardo - The Hum, Loomio, Enspira  
Karina Smith - Principal, Meld Studios  
Dr. Raj Ramesh - President, TopSigma  
Johannes Stock - Head of Design, Futurice  
Evan Leybourn - Founder, Business Agility Institute

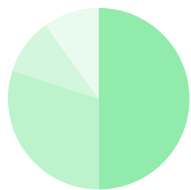


# Audience

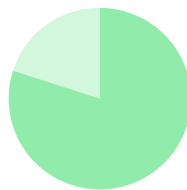
The INTERSECTION community is tied together by the belief that we should design better enterprises. Up to 120 participants get the opportunity to meet lots of like-minded people, exchange thoughts, and learn how others dealt with strategic challenges they are facing.

Our typical audience consists of

- Enterprise executives seeking to leverage the design competency
- 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% corporate  
30% consulting  
10% education  
10% other



80% Europe  
20% other

## Topics & Disciplines

### Design

Business Design, Communication Design, Experience Design, Interaction Design, Organisational Design, Service Design

### Architecture

Business Architecture, Brand Architecture, Enterprise Architecture, Information Architecture, Systems Architecture

### Methodologies

Design Thinking, Enterprise 2.0, Information Systems, Mapping & Visualisation, Social Business, Systems Thinking

### Management

Brand Management, Change Management, Design Management, Process Management, Performance Management

Designing Enterprises for Better Futures

“The people, the people, the people — from design pros to novices, industry managers to consultants — the conversations were fabulous, the connections even better.”

“INTERSECTION was the most innovative conference I ever attended — content to die for, connections that really matter.”

# Why attend and support?

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

**Supporting and attending INTERSECTION20 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 Stockholm!**

Enjoy exploring the Swedish capital in the best time of the year. Stockholm is known as one of the most beautiful cities in Europe and a famous travel destination.

# Sponsoring Options

## Basic Sponsor

6 available

Small logo on website, signage, and program

Promotional material in goodie bags

1 free conference ticket

### Choose one:

- wifi
- master class room
- recreational breaks

**2500 €**

## Premium Sponsor

4 available

Medium logo on website, signage, and program

Promotional material in goodie bags

2 free conference tickets

### Choose one:

- vendor booth
- speakers dinner
- welcome drinks

**5000 €**

## Main Sponsor

1 available

Conference Introduction

Top sponsor logo placement on website, signage, and program

Promotional material in goodie bags

Visibility in all video recordings

Main room and vendor booth

Exclusive signage at the evening reception

3 free conference tickets

**You rock!**

**10000 €**

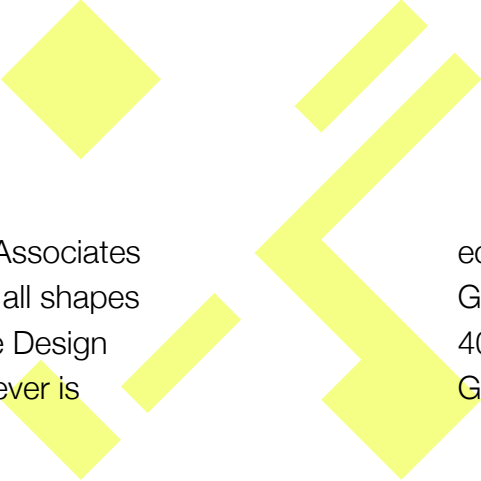
# Contact



**Enterprise  
Design  
Associates**



INTERSECTION20 is brought to you by Enterprise Design Associates a Strategic Design Consultancy that helps organizations of all shapes and sizes to innovate and transform. We use the Enterprise Design Framework to tackle strategic challenges and design whatever is needed to make enterprises deliver.



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