

# INTERSECTION<sup>20</sup>

The Great Summit

Online Conference  
November, 10–14



Sponsoring Information

# INTERSECTION20 The Great Summit

This is Intersection20, the 7th global conference about Enterprise Design. We bring together a global community with the shared ambition to design better enterprises. Join a virtual learning summit along with your peers to discuss and discover how we achieve this.

As we tackle the global crisis, one thing becomes obvious: we need better enterprises, now more than ever. To do more than just survive; to deal with disengagement, to repurpose capabilities and find new opportunities, to avoid irrelevance and build resilience.

Beyond the next startup, product or project, this is about architecting enterprises that pursue a purpose, perform to deliver on their promises, 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, and with actual outcomes at scale.

How? This is our topic at The Great Summit. We will climb together to the peak of current enterprise design practice: first familiarise ourselves with the essential equipment during the Basecamp Sessions guided by seasoned designers, then begin two intense days of Climbing, being inspired by leading thinkers and getting real during case study sessions and the masterclasses. After our descent, we'll apply what we learned in our own environments and share it at our Reunion.



**Our sponsors help make INTERSECTION20 happen.**

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

Format

**3 days basecamp**

November 10 & 12, 2020

**2 days conference**

November 13 & 14, 2020

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Audience

Up to

**400**

Climbers

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Sponsoring Packages

**500 – 7 500**

Euros

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Contact

**hello@intersectionconf.com**

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# 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:

## 3 days Basecamp

November 10-12, 2020

Join a small group of ambitious climbers to prepare for a big leap in their design and architecture practice. Learn to use the next generation Enterprise Design Toolkit.

## Local Campfires

November 12, 2020

Join one of many local Campfires across the globe to meet your fellow climbers and the larger Enterprise Design community. Enjoy a talk from one of our sherpas or local Enterprise Design practitioners, and mingle over a beer. If you cannot join in person, there is a virtual campfire too.

## 2 days Summit

November 13-14, 2020

This is it! We launch the expedition and climb to the Summit of the enterprise mountain. Watch keynotes from high profile speakers, learn how to apply Enterprise Design in case studies and masterclasses from practitioners, and discuss your challenges in depth during fireside chats.

## Reunion

November 20, 2020

After a week of reflection and some experimentation, we come together again to discuss how to apply Enterprise Design in our teams, projects or environments.

### 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

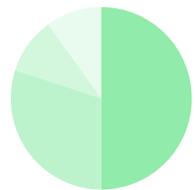


# Audience

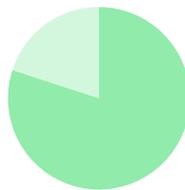
The INTERSECTION community is tied together by the belief that we should design better enterprises. Up to 40 climbers will join us for intensive 5 days of exchange. For the Summit we expect up to 400 additional spectators who get the opportunity to meet lots of like-minded people, exchange thoughts, 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.

# Sponsoring Options

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1 available

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Shout out in conference opening

5 min slot in conference opening

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Top sponsor logo placement on website and during event

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Virtual exhibitor booth

Virtual exhibitor booth

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Newsletter announcement

Newsletter announcement

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**Placement in all video recordings**

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1 free summit tickets

50% discount on basecamp tickets

2 free summit tickets

50% discount on basecamp tickets

5 free summit tickets

50% discount on basecamp tickets

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**500 €**

**2500 €**

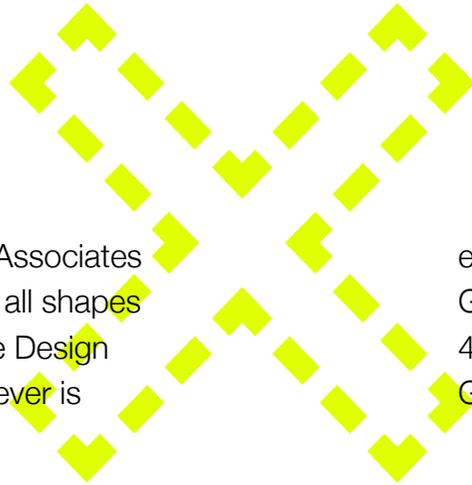
**7500 €**

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

# 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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