INTERSECTION 20
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.
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, Enspiral
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 believe 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

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

“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

<table>
<thead>
<tr>
<th>Basic Sponsor</th>
<th>Premium Sponsor</th>
<th>Main Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 available</td>
<td>4 available</td>
<td>1 available</td>
</tr>
<tr>
<td><strong>Conference Introduction</strong></td>
<td><strong>Top sponsor logo placement on website, signage, and program</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Small logo on website, signage, and program</strong></td>
<td><strong>Medium logo on website, signage, and program</strong></td>
<td><strong>Top sponsor logo placement on website, signage, and program</strong></td>
</tr>
<tr>
<td><strong>Promotional material in goodie bags</strong></td>
<td><strong>Promotional material in goodie bags</strong></td>
<td><strong>Promotional material in goodie bags</strong></td>
</tr>
<tr>
<td><strong>1 free conference ticket</strong></td>
<td><strong>2 free conference tickets</strong></td>
<td><strong>3 free conference tickets</strong></td>
</tr>
<tr>
<td><strong>Choose one:</strong></td>
<td><strong>Choose one:</strong></td>
<td><strong>You rock!</strong></td>
</tr>
<tr>
<td>- wifi</td>
<td>- vendor booth</td>
<td></td>
</tr>
<tr>
<td>- master class room</td>
<td>- speakers dinner</td>
<td></td>
</tr>
<tr>
<td>- recreational breaks</td>
<td>- welcome drinks</td>
<td></td>
</tr>
<tr>
<td><strong>2 500 €</strong></td>
<td><strong>5 000 €</strong></td>
<td><strong>10 000 €</strong></td>
</tr>
</tbody>
</table>
Contact

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.

Your contact for sponsoring inquiries:
Dennis Middeke
+49 176 23145745
hello@intersectionconf.com