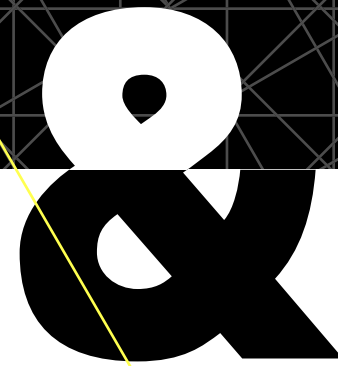


INTERSECTION'15

DESIGN TO ALIGN



BERLIN, APRIL 28-30, 2015

**dmi: design management conference
europe 19**

INTERSECTION'15

dmi: design
management
conference
europe 19

Announcing **Design to Align**, April 28-30 in Berlin!

In its second edition, **INTERSECTION'15** brings together leading design thinkers and doers, driving a forward-looking exchange on Strategic Enterprise Design. Our unique format connects different perspectives, fields, environments and competencies in a set of inspiring talks and intense Master Classes. For the first time, we are announcing a powerful conference collaboration between two communities: we will make our conference a joint event with the 19th annual **dmi: Design Management Conference Europe** by the Design Management Institute (DMI), together offering a comprehensive 3 day program.

Our joint program in **Design to Align** mixes Design Managers with Strategy Executives, Enterprise and Business Architects with Service and Interaction Designers, Brand and Process Specialists, Change Agents and Systems Thinkers. We will exchange tools and models, create a shared perspective and vocabulary, and look at cases from corporate, social and startup environments.

We are expecting an impressive audience of executives high-level practitioners from large organisations and enterprises, innovative startups, leading consultants, thinkers and academics, and future talents in the areas of concept development and holistic design. Don't miss this exciting event and save the date! Plan to attend one, two or all three days, and hear how the convergence of Design Management and Enterprise Design approaches can drive effective change across every practice.

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What is INTERSECTION?

The role of design in economy and society is shifting. We see design and architecture disciplines moving beyond individual services and their digital components, to tackle relationships between enterprises and their audiences, to drive innovation and have an impact on complex enterprise ecosystems. Design embraces enterprise and entrepreneurship, stepping up to the challenge to reshape human experiences. Following the success of our book **INTERSECTION** published in 2012 about strategic design in the enterprise, this conference aims to bring together leaders, practitioners and experts from a variety of relevant fields.

What is DMI?

The Design Management Institute (DMI) is an international membership organization that connects design to business, to culture, to customers—and to the changing world. The DMI community is unlike any other—high-level global innovation and design executives and managers. With an international base of over 30,000+ leaders in more than 40 countries, reaching the right decision and budget makers is easily achieved. Collaborating with DMI is an investment in global relationships for your brand, team, clients and your future. DMI members are CEOs, presidents, VPs, directors, and senior managers. As an independent, self-supporting, nonprofit organization, DMI is a credible, trusted, and highly-regarded sponsorship partner. DMI business partners include such respected organizations such as Harvard Business Publishing, Microsoft, and Wiley-Blackwell. We have the leading-edge repository of 25 years of design management content, articles and videos. To learn more, or to become a member, go to: **dmi.org**

Speakers and Audience

Speakers

INTERSECTION'15 and **dmi: Design Management Conference Europe** 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.

INTERSECTION'14 speakers

Anne Asensio, VP Design at Dassault Systèmes

Tobias Haug, Design & Co-Innovation Center at SAP

Philip Hellyer, Enterprise Arch. Lead, Carphone Warehouse

Dion Hinchcliffe, author of Social Business by Design

Chris Potts, Corporate Strategist in Enterprise Investment

Eric Roscam Abbing, author of Brand-driven Innovation

Invited speakers for INTERSECTION'15

Mark Adams, VP Corporate Development at Toyota Europe

Carole Bilson, President, Design Management Institute

Audience

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

Professional Disciplines

Business Design

Communication Design

Experience Design

Interaction Design

Organisational Design

Service Design

Business Architecture

Brand Architecture

Enterprise Architecture

Information Architecture

Systems Architecture

Design Thinking

Enterprise 2.0

Information Systems

Mapping & Visualisation

Social Business

Systems Thinking

Brand Management

Change Management

Design Management

Process Management

Performance Management

Contributors & Supporters

INTERSECTION'15 brings together an emerging community of practice around the shared idea of Strategic Enterprise Design, including people from large companies and public institutions, design studios and agencies, and startups.

INTERSECTION'14 contributors

Carphone Warehouse, London
Play Telecom, Warsaw
SAP, Walldorf / Berlin
Dassault Systèmes, Paris
Aéroports de Paris, Paris
The United Nations, Geneva
Attoma, Paris
Dachis Group, Austin
Dominic Barrow, London
InProcess Group, Paris
Livework Studio, Rotterdam / Oslo
Zilver Innovation, Rotterdam

Global Event Partners

DMI - Design Management Institute
Business Architecture Guild
GlobalAEA - Association of Enterprise Architects
IAI - Information Architecture Institute
Design Management Europe

Local Event Partners

Berlin IA Cocktail Hour
IxDA Interaction Design Association, Berlin Chapter
Kalkscheune Berlin

more partnerships are currently being negotiated

Conference Venue

INTERSECTION'15 and **dmi: Design Management Conference Europe** will be held at Kalkscheune, a landmarked former industrial complex in the heart of Berlin. Our venue is located along Friedrichstraße, within walking distance of the Brandenburg Gate, of Museum Island and close to the central railway station.

Kalkscheune
Johannisstr. 2
10117 Berlin
Germany

www.kalkscheune.de



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Now is the perfect time to collaborate with the top design leaders from around the world at **Design to Align** by **INTERSECTION'15** and **dmi: Design Management Conference Europe**. Our audience is unlike any other—high-level creative executives and managers representing design, business and technology: decision-makers with substantial budget authority and considerable influence within their organizations. With a global executive and academic community of over 27,000 representing top-tier organizations, our event offers strategic content, international connections, professional credibility and business opportunities.

Design to Align will help you design and organize for Agility, Creativity & Value. It is where Design Management meets Enterprise Design. This international conference, held over three days in April, will bring together the best minds and leading practitioners in Design Management, Strategic Design and Enterprise Design. We will share experiences and tackle the challenges of key stakeholders in the enterprise. Be a part of this call and become a sponsor.

Sponsorship is about:

- Connecting and building relationships with the leading global design management and innovation community
- Exposure for your Brand
- Adding value to the conversations
- Accessing the brightest minds to help grow your organization
- Educating today's & tomorrows design and business leaders

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Key figures

Average/Anticipated attendance: 160-200

Representing 15-20 countries: 85% Europe, 15% other

Markets: 50% corporate, 40% consulting, 5% educator, 5% other Directors, EVP, Principals/Partners,

A wide variety of promotional opportunities are available to keep your company's name front and center in the minds of conference attendees, before, during and after their conference experience.

Elite attendees

Director of Innovation, IHG... Design Director, Cisco... Vice President, Design, Hewlett-Packard... Global Design Operations Director, NIKE... Head of Global Package Innovation, Nestlé... Head of Corporate Projects, Toyota Motor Europe... Head of Design & Co-Innovation, SAP... Head of Design, Prezi...

Acclaimed

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

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

"DMI consistently does a great job."

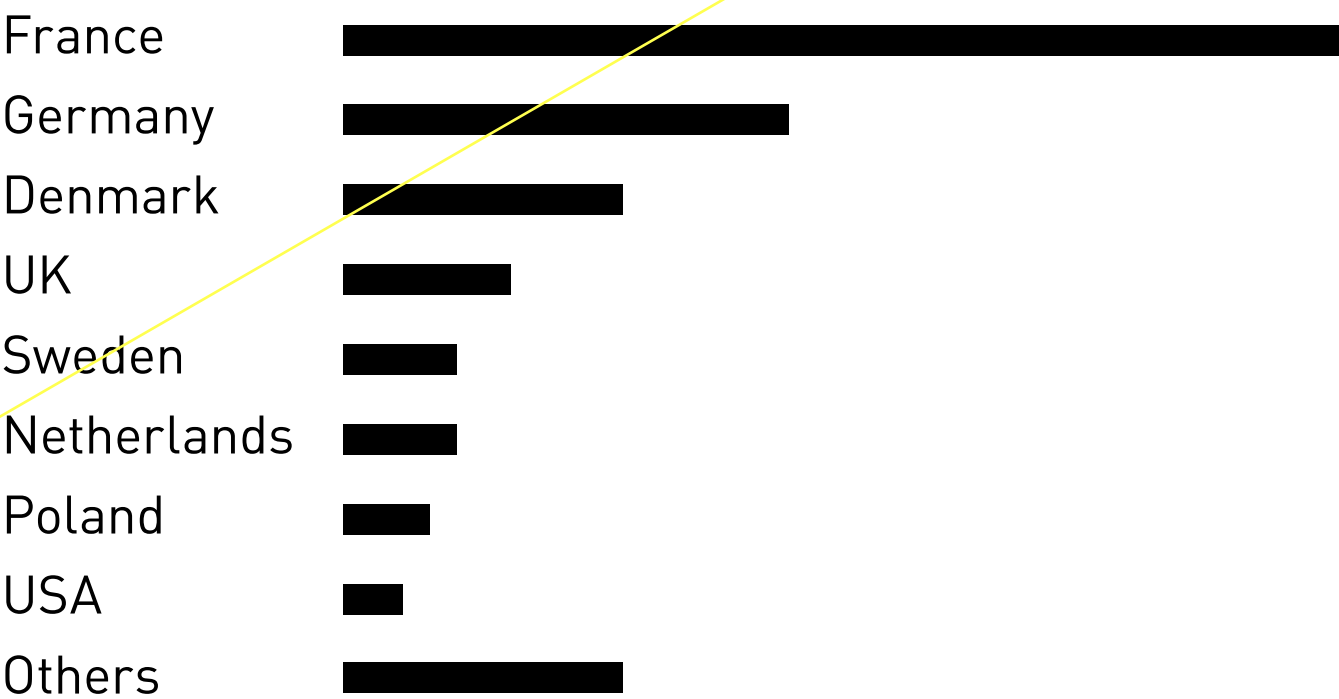
Sponsoring

Supporter	Partner	Premium Sponsor	Lead Sponsor
<p>Your logo on our materials (website, conference signage, program book and sponsor slide).</p> <p>Choose one item:</p>	<p>Your logo on our materials, one b/w ad in our conference program book.</p>	<p>Your logo on materials, b/w ad in our conference program book, 1 year of professional individual DMI membership, 1 complementary conference ticket.</p>	<p>Your logo on our materials, 4c ad in dmi:review magazine, recognition in key communications, 2 conference tickets, 1 year of professional individual DMI membership.</p>
Recruiter table	Conference program book	Lunch Sponsor	<p>Conference Lead Sponsor</p> <p>As our exclusive Lead Sponsor for the whole conference, you will be present at every touchpoint with our event attendees, as well as in all communications online and offline. Opportunity for significant recognition during DMI's 40th Anniversary year at conference celebrations in Berlin and Boston (Fall 2015).</p>
<p>Giveaways*</p> <p>Add items to the conference bag</p>	<p>Day 1 DMI reception</p> <p>Welcome DMI members</p>	<p>Opening party (day 2)</p> <p>Host a memorable event for attendees</p>	
Wifi / Mobile Charging	Workshop room*	Main auditorium*	
<p>Signage</p> <p>Sponsor printed, standing signage</p>	<p>Lounge or Green Room*</p> <p>Create a branded conversation space</p>	<p>Video Sponsor*</p> <p>Visibility in all video recordings</p>	
<p>You will be recognised as exclusive sponsor an item listed above, during the full three days of our joint program of Design to Align by INTERSECTION'15 and dmi: Design Management Conference Europe 19. Individual tailored packages are available. Payment is due April 1 2015, collected by the Design Management Institute (DMI). As a US 501(C)3 non-profit academic organization, your contribution is tax deductible for US Organisations and may also be in other countries.</p> <p>* Final design has to be approved by the organising comittee.</p>			
€ 3 000 for 1 item	€ 5 000 for 1 item	€ 10 000 for 1 item	€ 20 000

INTERSECTION'14 in Paris

Our first edition in April 2014 in Paris attracted a mixed group of participants. In a two day event we heard inspiring talks and case studies from the different corners of the design space, and collaborated intensely in our interdisciplinary master classes. Our audience reflects our international reach while engaging the local communities.

Where INTERSECTION'14 participants came from



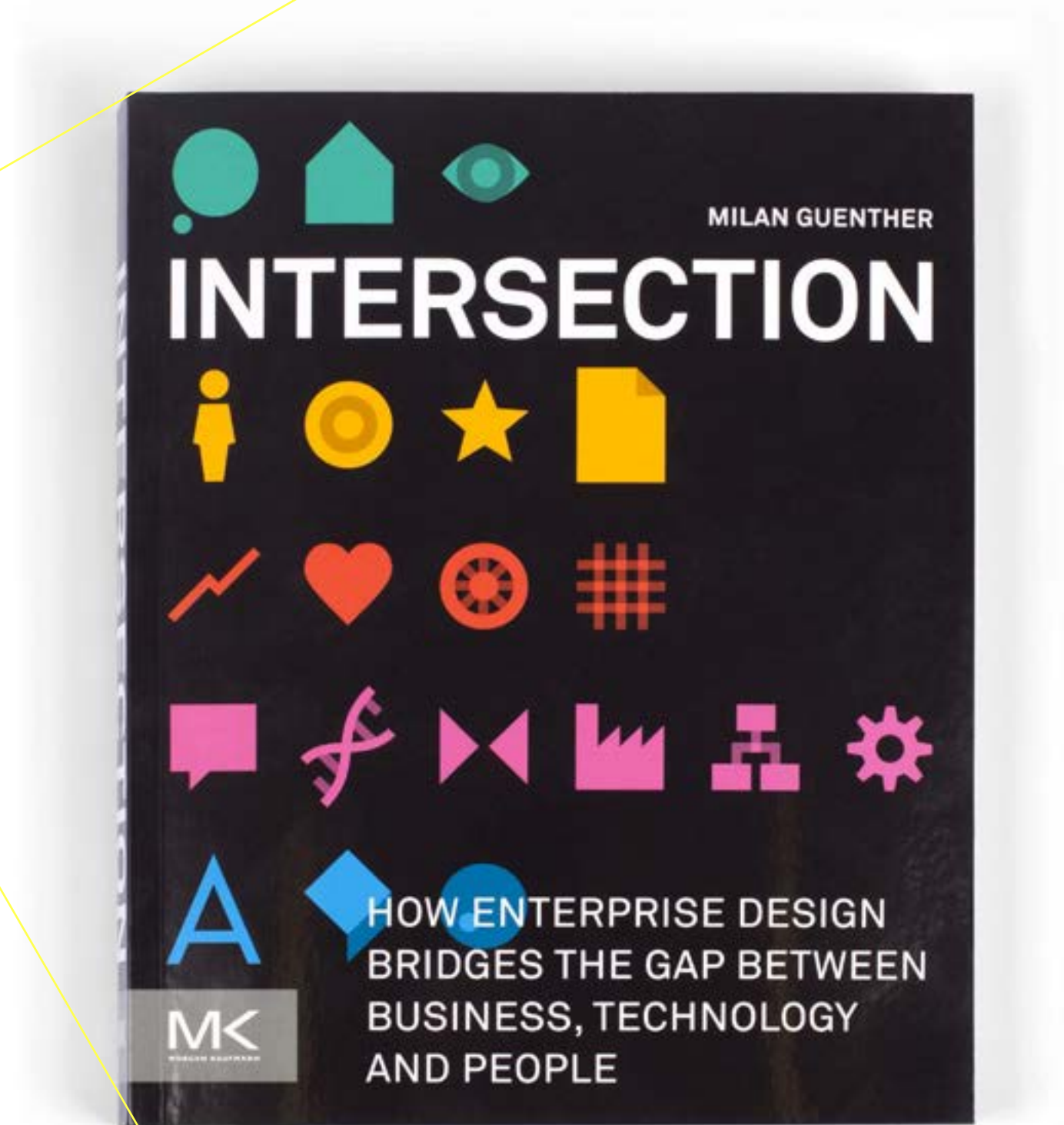
Visit 2014.intersectionconf.com for our 2014 edition conference program and session videos.

INTERSECTION: the book

In **INTERSECTION**, Milan Guenther introduces a Strategic Design approach that aligns the overarching efforts of disciplines as diverse as Branding, Enterprise Architecture and Experience Design on common course to shape tomorrow's enterprises. This book gives designers, entrepreneurs, innovators and leaders a holistic model and a vocabulary to tackle such challenges.

The Enterprise Design framework portrayed in **INTERSECTION** cuts through the complexity of Strategic Design work, explains how to navigate key aspects and bridge diverging viewpoints. In 9 examples, the author looks at the way companies like Apple, SAP, BBVA, and Jeppesen (a Boeing Company) apply design thinking and practice to shape their enterprises. Moving from strategy to conceptual design and concrete results, Intersection shows what is relevant at which point, and what expertise to involve.

www.intersectionbook.com



dmi: Design Management Conference Europe 2014

The 18th Annual dmi: Design Management Conference Europe was held in London in June, 2014. It brought together design and business leaders from around the globe to discuss the conference theme “**Making Change by Design.**”

Conference co-chair Jim Dawton- Director, Great Fridays recapped the event this way:

“The conference eloquently articulated the value of design in change management– be that in startups, SME’s, large corporates, governments or world organisations. What was hotly debated, however, but arguably less resolved, is how the design industry itself needs to change– or perhaps more realistically, evolve– to ensure this happens more effectively and frequently.”

The high-level networking, debate, case study discussion and workshop sessions that Dawton describes is what attracts leaders from every industry to a DMI conference– and what makes them so successful. Visit **dmi.org/London** for more.



Why attend and support?

Designers working in complex enterprise environments face challenges like never before. Supporting and attending INTERSECTION'14 and dmi: Design Management Europe 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 Berlin!

Besides being a great place to spend a weekend and enjoy culture and nightlife, Berlin has become a hub of creative, technology-enabled businesses. This is your chance to connect to thriving communities of entrepreneuring spirits.

Contact

eda.c gmbh & co kg
Wilhelm-Tell-Str. 25
40219 Düsseldorf
Germany

Your contact:
Dennis Middeke
T +49 211 24 860 360

www.intersectionconf.com
hello@intersectionconf.com