

# **INTERSECTION** **WEBCONFERENCE EDITION**



**OCTOBER 1ST AND 2ND 2020**

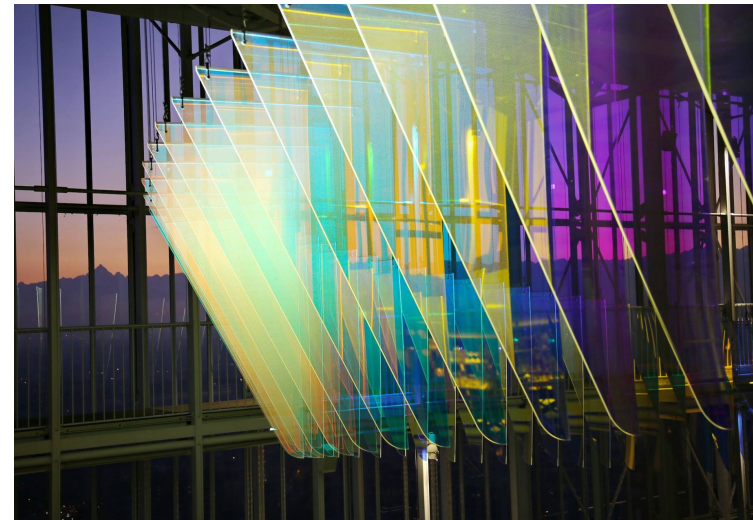
# INTERSECTION 2020

WHERE DESIGN MEETS DEVELOPMENT



## ***BEYOND BOUNDARIES:***

*CHALLENGING THE REAL AND  
THE POSSIBLE*



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## TARGET

An international EVENT, for the first time in online version, connecting user experience designers and developers. Learn about the best processes, methodologies, and technologies on the market from high-profile professionals working for the World's top tech companies and startups through inspiring talks.

*THE GOAL IS TO MOVE BEYOND BOUNDARIES, STRATEGICALLY ADDRESSING THE CHALLENGES AND OPPORTUNITIES PRESENTED BY THE CHANGING LANDSCAPE OF OUR INDUSTRY.*




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## BEYOND BOUNDARIES


### THE TOPICS

- 
- **DESIGN AND DEVELOPMENT TECHNIQUES:** Look at your projects from a different perspective, **bring new techniques in your workflow** and **improve** every aspect of your process, from **team management**, to **design** and **development**.
  - **CREATIVE TECHNOLOGY & USER INTERFACES:** Discover how to use **computer programming as a creative discipline** to generate sounds, 2D&3D images, animations and more. See how to design disruptive and people oriented interfaces.




# BEYOND BOUNDARIES

## THE TOPICS

- 
- **DATA SCIENCE & DATA DRIVEN INTERFACES:** Learn how to turn data into beautiful, usable visualizations and immersive digital experiences, create data driven strategies, interactive installations and software.
  - **ARTIFICIAL INTELLIGENCE:** Explore use cases and applications of AI and neural networks. You will be exposed to various issues and concerns surrounding AI such as ethics, bias, & jobs.

## SPONSORSHIP

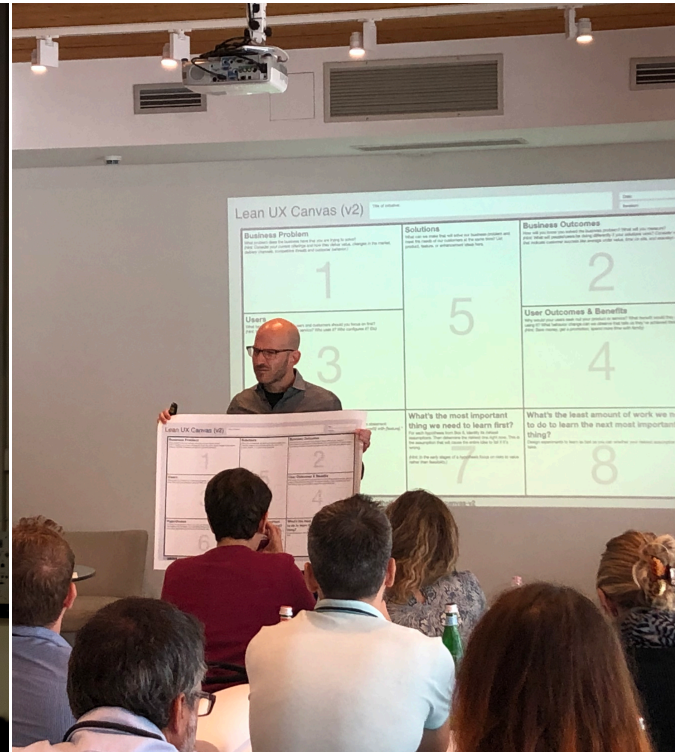
# WHY SHOULD YOU SPONSOR INTERSECTION?

- 
1. Intersection positions itself at the **CROSS-PATH BETWEEN USER EXPERIENCE** and **DEVELOPMENT**, bringing together some of the best professionals across the World for two half-days of talks.
  2. It's uniquely positioned to offer to its participants a **STRATEGIC, FORWARD-LOOKING BAGGAGE OF IDEAS** and experiences that will change the way they reason about digital products.
  3. By becoming a sponsor, **YOUR COMPANY** will position itself at the **FOREFRONT OF THIS NEW DIGITAL WAVE**. Increase your brand awareness, improve your attractiveness for new recruits, generate new leads and find new partners and customers!

## SOME OF OUR 2019 SPEAKERS\*:



**VLAD CAVALCANTI,**  
ATLASSIAN



**JEFF GOTHELF,**  
AUTHOR OF LEAN UX



**VAL HEAD,**  
ADOBE

[LEARN MORE ABOUT 2020 EDITION](#)

\*The talks will be all in English

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## COMUNICATION STRATEGY

Intersection will be spread across a wide range of **COMMUNICATION CHANNELS** and will be amplified thanks to different partners and media partnerships.

Special attention will be payed at **SOCIAL MEDIA** from the very beginning to the follow up phase after the event.



## PROMOTION

FROM MAY TO OCTOBER:



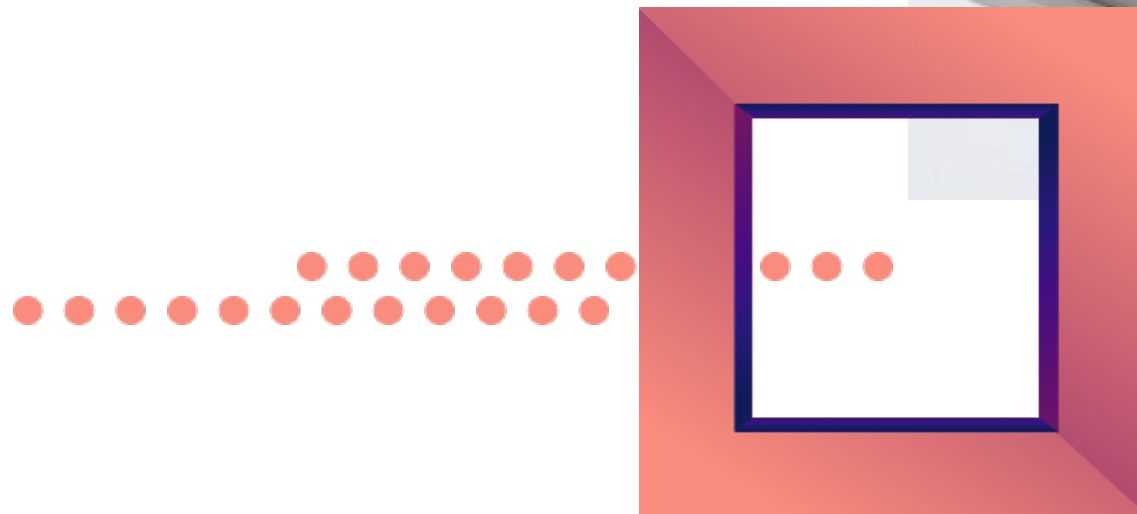
- **BLOGS** and sector related magazines;
- Periodic **NEWSLETTERS** to the mailing lists of Hinto and to the mailing lists of speakers and partners of Intersection.
- **PUBLIC RELATIONS** with institutions, companies, promoter and consultants of the UXD and Development sector.
- Preparatory events.
- **TICKET** contests through media partners.
- General **PROMOTION** of the event.



## PROMOTION

FROM SEPTEMBER TO OCTOBER:

- Promotional media will be placed on the social media campaigns related to the event.
- Conference programs, venue branding.



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# BENEFITS

## SPONSOR PACKAGE OFFERS:

SPONSOR BENEFITS	DIAMOND	GOLD
	PRE EVENT, EVENT & POST EVENT	
Website	<ul style="list-style-type: none"><li>• Logo on the Website</li><li>• Logo above the fold</li><li>• Listing on the sponsorship page</li><li>• Job posting on website</li><li>• Sponsor badge for your site</li><li>• Logo at the end of speakers presentation</li><li>• Logo at the end of intro video</li><li>• Logo at the end of speaker speech video recording</li></ul>	<ul style="list-style-type: none"><li>• Medium logo on the website</li><li>• Listing on the sponsorship page</li><li>• Sponsor badge for your site</li></ul>
Social media	<ul style="list-style-type: none"><li>• Sponsor mention + link</li><li>• Content sharing</li><li>• "We are hiring" contents: people can send us their CV and then we can share them with the Sponsor</li></ul>	<ul style="list-style-type: none"><li>• Sponsor mention + link</li></ul>
Newsletter	<ul style="list-style-type: none"><li>• Listing on newsletter event</li></ul>	Listing on Newsletter event
Tickets	<ul style="list-style-type: none"><li>• 4 free WebConference tickets</li></ul>	2 free WebConference tickets
Courses	<ul style="list-style-type: none"><li>• 50% discount up to 4 pax 4 courses organized by Hinto</li></ul>	

## BENEFITS

### SPONSOR PACKAGE FEE:

SPONSOR BENEFITS	DIAMOND (MAX. 4)	GOLD (MAX.6)
fee	600 € + vat (if applicable)	400 € + vat (if applicable)



# ACTIONS

## MEDIA PARTNERSHIP PACKAGE:

*THIS PACKAGE IS FREE OF CHARGE BUT IN ORDER TO ADHERE YOU HAVE TO PERFORM THE ACTIONS STATED BELOW*

CHANNEL	ACTIONS	BENEFITS
	PRE EVENT. EVENT & POST EVENT	
Website	<ul style="list-style-type: none"><li>• Add Intersection Logo to your website</li></ul>	<ul style="list-style-type: none"><li>• Logo below the fold (small)</li><li>• Listing on the sponsorship page</li><li>• Sponsor badge for your site</li><li>• Logo at the end of speakers presentation</li></ul>
Social media	<ul style="list-style-type: none"><li>• <b>Announce partnership with Intersection on your social media channels</b> using Intersection hashtags (#intersectionconference #intersectionconf2018 #redefiningdigital) – 1 post on FB, Twitter, LinkedIn, Instagram, Slack</li><li>• <b>Create 6 posts about Intersection</b> (eg. speakers, themes) using provided hashtags, tagging Intersection and publish them on your social media eg. FB, Twitter, LinkedIn, Slack (at least 1 each month: May, June, July, August, September).</li><li>• <b>Share at least 6 posts</b> (we will let you know which one we would like to promote the most) from our social media to your community FB, Twitter, Instagram, LinkedIn (at least 1 each month: May, June, July, August, September).</li></ul>	<ul style="list-style-type: none"><li>• Sponsor mention + link</li><li>• Content sharing</li><li>• Logo at the end of speaker speech video recording</li><li>• Logo at the end of intro video</li></ul>
Newsletter	<ul style="list-style-type: none"><li>• <b>Send 2 email blast</b> to your contacts, one in May and one in September</li></ul>	<ul style="list-style-type: none"><li>• Listing on newsletter event</li></ul>
Tickets	<ul style="list-style-type: none"><li>• Offer discount code (25% discount) during your event (you can sell up to 10 discounted tickets).</li></ul>	<ul style="list-style-type: none"><li>• 2 free tickets</li></ul>

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## EXPERIENCE

### WEBCONFERENCE

In past months our lives changed significantly due to the spread of the Covid-19.

This year **for the first time** the Intersection Conference will take place **remotely**.

During the last months we worked to adapt it to a **web version**.



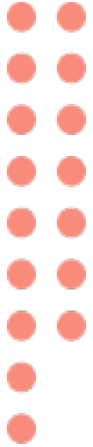


# EXPERIENCE ACTIVITIES

## AN EXTRAORDINARY OPPORTUNITY

We believe that the **remote version** of Intersection Conference will be a **challenge but** also a new opportunity to connect **people** from **everywhere, all over the world** and we are so **enthusiastic about it!**





## TICKETS



**EARLY BIRD:** 19€ +vat

**FULL PRICE:** 29€ +vat

ESTIMATED NUMBERS OF PARTICIPANTS: **>300**