

Sponsor kit

UX Lausanne²⁰¹⁴

A delightful conference on user experience design

May 22th & 23th, 2014



UXLausanne.com



@UXLausanne

About UX Lausanne

UX Lausanne is a human-sized, refreshing two-days' conference focusing on **User Experience Design**. It hosts presentations, talks and workshops, right in the heart of the «Swiss Silicon Valley», on the hills next to the Geneva Lake. It aims to bring together some of the greatest actors and practitioners in user experience design, usability and information architecture. The event's goal is to increase the density of connections and exchange between local and international professionals interested in user experience design.

For its first edition, UX Lausanne won't focus on a narrow topic but we would like to put the conference under the notion of delight. The notion of delight will be central throughout the conference, first as a theme: - How to design delightful user experiences - but also as a reminder of our goal to delight our attendees and speakers. User Experience design is fundamentally about how to create products and services to delight their users. At the same time, hospitality is one of Switzerland's core-value and expertise. We'd feel we have succeeded if we manage to make attendees & speakers feel delighted too.

QUICK FACTS

Name: UX Lausanne, a delightful conference on user experience design

City: Lausanne, Switzerland

Date: May 22th & 23th, 2014

Venue: Arsenic Theatre - Lausanne, Switzerland (arsenic.ch)

Conference topics: User experience design, storytelling, information architecture, usability, user interface design, interaction design, content strategy, web psychology.

2 day program includes : - 14 keynote presentations and talks

- 8 half-day workshops

All talks, conferences and presentations will be held in English.

Website: uxlausanne.com

Social media: twitter.com/uxlausanne | facebook.com/uxlausanne

Venue description & logistics:

- a theatre located right in the city center of Lausanne
- 1 big lecture hall offering a sitting space for 200 people
- several workshop spaces accepting each up to 50 people
- an open space entirely dedicated to informal exchanges, relaxation and networking
- lunch catering on both days, with coffee breaks in the morning and afternoon.

Why sponsor UX Lausanne?

1.


UX Lausanne is the first event of this size in the french part of Switzerland, dedicated exclusively to User Experience Design.

2.


UX Lausanne gives your organization an opportunity to connect with some of the most influential UX practitioners, leading thinkers, talented developers and innovative designers, in an emerging field.

3.

UX Lausanne is a unique opportunity to promote your brand, by creating an optimal visibility and networking options.



The event offers **3 different levels of sponsorship and several other sponsorship opportunities**, giving you the flexibility to showcase your services and demonstrate your commitment to the UX community in a way that best fits your needs.



Sponsorship opportunities

Lead Sponsor CHF 25'000.- <i>1 places available</i>	Major Sponsor CHF 5000 <i>5 places available</i>	Executive Sponsor CHF 2000 <i>8 places available</i>
Listed as premier sponsor on ALL marketing collateral (website, social media, flyers, posters, badges...)		
Company listing in press releases		
Two guest invitations to the exclusive speakers' dinner	Two guest invitations to the exclusive speakers' dinner	
Logo on banner next to conference screen	Logo on banner next to conference screen	
Access to the sponsor and speakers' lounge	Access to the sponsor and speakers' lounge	
Top logo placement and description on website	Linked logo on website	Small linked logo on website
3 full conference passes	2 full conference passes	1 full conference pass
Logo on conference screen during breaks	Logo on conference screen during breaks	Small logo on conference screen during breaks
Logo, URL and description in the programme	Logo and URL in the programme	Company name and URL in the programme

Other sponsorship opportunities

- Pre-event aperitive : CHF 3000
- Post-event party : CHF 4000
- Speakers' dinner : CHF 4000
- Breakfast and morning & afternoon refreshment breaks (Day 1) : CHF 2000
- Breakfast and morning & afternoon refreshment breaks (Day 2) : CHF 2000
- Lunch (Day 1): CHF 4500
- Lunch (Day 2): CHF 4500
- Conference lanyards : CHF 700
- Event bags & t-shirts : CHF 2000

Who's our audience?

UX Lausanne is hosting 150 UX design practitioners, with job titles including:

- CXO (Chief Experience Officer)
- User Experience Manager
- Brand Manager
- Product Manager
- Senior Analyst
- Usability Consultant
- User Experience Designer
- User Experience Architect
- Interface Designer
- Interaction Designer
- Marketing Specialist
- Senior Web Developer / Programmer

Attendees will be coming from Switzerland, Europe and abroad.

We expect a wide range of professionals, from diverse backgrounds, ranging from Product Managers wishing to improve their User Experience skills and sensibilities, to Designers interested in developing their careers in the User Experience and Interaction field, sent by their companies or agencies, as well as freelancers and students.

There are no comparable events in the western part of Switzerland and for this level of training, you normally have to send people overseas or to specific conferences across Europe.

We hope that UX Lausanne will enable professionals, researchers and freelancers to meet, exchange and get inspiration from our varied workshops and talks, as well as benefitting from the wide networking opportunities.

Speakers

The full line-up of **15 international & local** speakers is still being compiled. Some of the leading actors in the UX field have already confirmed their presence, and other speakers will be added in the following months. Here are 6 of the speakers who confirmed their presence so far:



1. Valérie Vuillerat

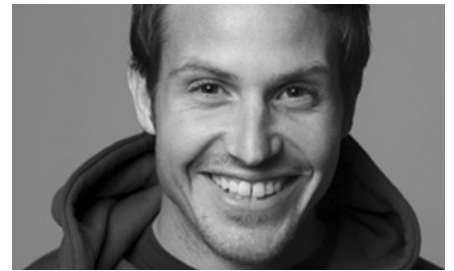
(managing director of Ginetta, Switzerland)

*Valérie is the managing director of Ginetta, digital agency in Zürich.
Website: ginetta.ch
Twitter: @valeriewow*



2. Oliver Reichenstein

*(CEO of Information Architects Inc)
Oliver Reichenstein is the founder and director of Information Architects, the Tokyo and Zurich-based design agency.
Website: ia.net
Twitter: @reichenstein*



3. Simon Raess

*(Product Designer at Google, Zürich and New York)
He has led the design of Google Docs for nearly two years and is now working on strategic initiatives in Google Apps.
Website: raess.com
Twitter: @simonraess*



4. Ryan Rumsey

*(User Experience Leader at Nestle, Switzerland)
In his 12+ years leading interactive, creative and development solutions, Ryan Rumsey has launched and managed projects in a wide variety of industries.
Website: ryanrumsey.com
Twitter: @ryanrumsey*



5. Will Evans

*(Founder, Social Experience Designer at Semantic Foundry, New York)
Will Evans leads The Semantic Foundry, a boutique social experience design consultancy and is a Manager & Experience Design for TheLadders.com.
Website: semanticfoundry.com
Twitter: @semanticwill*



6. Nicolas Nova

*(Researcher and writer at the Near Future Laboratory, Switzerland)
Nicolas Nova is a writer, ethnographer, and a researcher at the Near Future Laboratory.
Website: nearfuturelaboratory.com
Twitter: @nicolasnova*

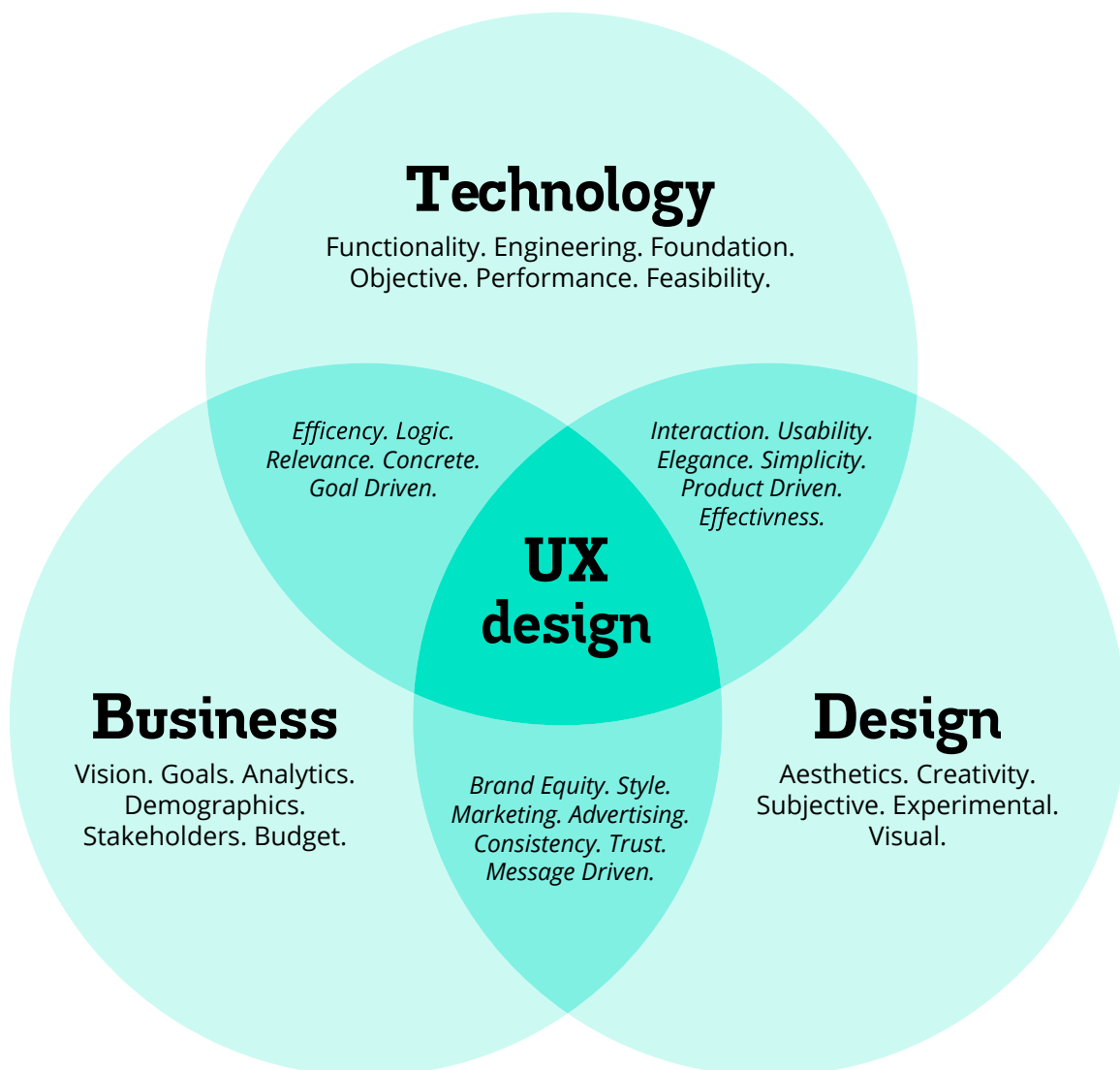
*More speakers
coming soon...*

What is User Experience Design?

User experience design is a field where users and their needs are seen as the core concern, especially in interactive products such as software, websites, mobile apps and their interfaces. When you find apps or systems particularly pleasant to use or fluid, chances are User Experience Designers were involved at different stages of their development.

User Experience Design (often abbreviated UX) is crucial for clarity and intelligibility of apps, software and systems.

The aim of UX Lausanne, as well as other conferences of the same type - such as UXLondon, SXSW in Austin, UX Lx in Lisbon etc. - is to increase the visibility of User Experience Design and draw attention to Switzerland and its industry on the map of creativity, design and interaction.



Who's making UX Lausanne happen?

UX Lausanne is organized by **UXRomandie**, an association for User experience design and a local IxDA* group. UXRomandie was founded by Gilles Demarty and Simon Farine. It counts 250 active members. And since 2011 UXRomandie organizes free monthly events, talks and workshops in order to spread and discuss the latest UX practices, share knowledge and inspiration.



First UXRomandie event: October 2011

Number of total events: 21

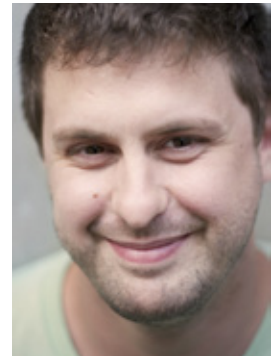
Attendees per event: 30 - 80

* **IxDA** is a global network dedicated to the professional practice of Interaction Design. With the help of more than 50,000 members since 2003, the IxDA network provides an online forum for the discussion of interaction design issues and other opportunities, as well as platforms for people who are passionate about interaction design to gather and contribute to the development of the discipline.

THE TEAM



Simon Farine
Founder and User Experience Architect at :ratio. Founder of UXRomandie.



Gilles Demarty
User Experience Architect at :ratio. Ixd14 committee. Founder of UXRomandie.



Jérémie Fontana
Art Director at SQLI. Organizer of Creative Mornings Geneva. Speaker at The Walking Web.



Xavier Alexandre
Interaction Designer at :ratio, Maker at FabLab Neuchâtel and steel bike cyclist.



Sophie Delalay
Digital Project Manager at Petzickets.ch, UX enthusiast, cat, music and games lover.



Darja Gartner
Art Director at netinfluence. Organizer of Creative Mornings Geneva. Traveler.

Contact

For any additional information and precisions please contact
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