

# INTERACTION SOUTH AMERICA 2015

THE 7TH LATIN AMERICAN CONFERENCE

ON INTERACTION DESIGN, TECHNOLOGY AND INNOVATION.

November 18th to 21st, Córdoba Argentina.

## WHAT IS INTERACTION SOUTH AMERICA?

Interaction South America (ISA) is the most important conference for Interaction Design, User Experience, Technology and innovation within South America. The ISA events have a reputation for being exciting, top-level conferences. A tradition that is only possible thanks to sponsors, exhibitors, academic partners and local government support.

In November 2015 our city, Córdoba, Argentina will host the 7th edition! We estimate that about 600 people will attend the conference. They will join us in Córdoba in four days of talks and workshops to share the best of Interaction Design.

The first Latin American edition was held in São Paulo, Brazil in 2009. Since then its attendance and exhibitors has consistently grown, with such noted design personalities such as Donald Norman, Jared Spool, Lou Rosenfeld and Dan Saffer, among others speakers.

EDITION	CITY	ATTENDANCE
ISA 11	Belo Horizonte	550 attendees
ISA 12	São Paulo	750 attendees
ISA 13	Recife	900 attendees
ISA 14	Buenos Aires	600 attendees

In 2015, we have decided to come together in Interaction South America and the Latin American Conference on Human-Computer Interaction. During Days 1 and 2, a scientific track will present contributions selected by the CLIHC 2015 Program Committee, whereas a practitioners track will present work carefully curated by the ISA Professional Committee.

Based on last years' conferences, we estimate that about 600 people will attend the conference in Córdoba. Approximately 65% visitors will be from countries other than Argentina. That is why ISA is positioned as an unique opportunity to connect with an International audience.

## AN IxDA EVENT



The Interaction Design Association (IxDA) is the largest professional association of interaction designers in the world. With over 65,000 members and more than 152 local groups in 43 countries, IxDA's focus is to work with interaction design issues for professionals, regardless of their level of experience. IxDA was founded in 2003 and registered as a not for profit organization in late 2005.

We depend on the passion of the members as volunteers to help serve the international Interaction Design community needs.

In 2008 it launched the first edition of its annual conference Interaction, and 2009 saw the first regional conference for Latin America, Interaction South America (ISA).

You can learn more about IxDA in [WWW.IXDA.ORG](http://WWW.IXDA.ORG)

# CONFERENCE FORMAT

Interaction South America will be held for 4 days in November 2015. We plan to host the keynote talks at the Ciudad de las Artes center, with workshops and talks at the university building of IES. There will be 4 intense, exciting days full of presentations, discussions and social activities for everyone.

## Days 1 & 2

There will be simultaneous talks and workshops, curated by a jury of respected professionals, academics and scientists. In order to grant to the Interaction Design community the opportunity to share their knowledge among peers, Interaction South America these talks held an open Call for proposals. Also, during days 1 & 2 the academic track of the conference held by CLIHC will take part.

## Days 3 & 4

The keynote session includes 13 speakers who will present on stimulating topics within the UX community, and defining and extending the boundaries of the profession. The talks will be given in their original language with simultaneous translation into Spanish and Portuguese. Plus, there will be other activities ranging from art and culture to design.

# INTERACTION SOUTH AMERICA 2015 THEME: DESIGN IS A SERIOUS BUSINESS

If our design community wants to grow the profession and have a seat at the table, then it needs to understand that design is not the center of the universe. Certainly, design is a cornerstone in the process of product development, but the end point is a successful product, a product that maximizes business value.

The dichotomy between business and design is just a sign of the long path to maturity we have ahead. It is, at the same time different sides of the same problem. On one hand, taking to our users a product that will delight them, at the right moment, and with the resources we have available; and on the other hand, supporting the business proposition we want to develop.

It is very important for designers to grasp notions about how to manage projects, how to lay out a plan of action to attack a problem and, in that line of thought, how to select the relevant techniques and methodologies for each project. Projects have a budget, lack of planning or the selection of wrong practices impacts directly on the budget of the project, impacting on the cost-benefit ratio and of course ROI.

Design is not the endpoint. A design abstraction with no consideration for the user needs, technological viability or the projected business model is doomed to failure. It is time to assume that design is a key factor of the business equation. Design is a serious business.

## MEDIA PARTNERS PROPOSAL

This proposal is designed for media and organizations interested on providing coverage for the event, before, during and after the event.

As part of this coverage, media partners, will have the right to distribute part of the content generated during the event on their own mediums, hold interviews with the keynote speakers and have preferential access to the media material and press releases of the event.

### What's included on the proposal

- Presence of your media brand in all event online promotional material.
- Presence of your media brand on sponsors banner in the main auditorium.
- Presence of your media brand with a link on the conference website.
- The right to include promotional material in the participants welcome kits
- Mention of the media brand during the opening and closing speeches of ISA15
- 1 ticket to be used by the media team to cover and participate of ISA15.
- Media Kit with information and pictures of the event, keynote speakers and previous events to use on the published material
- Exclusive access to hold interviews with the keynote speakers.
- 10 exclusive discount codes of USD50 for the media to promote the event with it's publications.

## What we require from our Media Partners:

- Make at least 5 publications before the event..
- Publish all our press releases (approximately 10 during 2015)
- Publish at least 2 interviews with our keynote speakers.
- Publish at least 2 press releases after the event.
- On all your press releases include a link to the event website.

## General conditions for Media

Media interested on doing coverage of the event should have all of its journalists and photographers registered with the organization. Only journalists and/or photographers registered with the organization will be allowed to enter the event venues. Media requests for registration can be made until October 15th, 2015.

## Why should your media be ISA15 partner?

- To have access to specialized press material and releases
- To be able to hold interviews with the keynote speakers, artists and organizers of the event with detailed and exclusive information
- To be able to hold interviews about the organization and with the organizing team.
- To have access to ISA15 venues, and be able to report first hand what happens during the 4 exciting days of the event.

If you have any doubts or want to contact the organization press team of Interaction South America 2015, send an email to: [mediapartners@ixdacba.com.ar](mailto:mediapartners@ixdacba.com.ar)