



Sponsor kit

How User Experience Impacts on Business
and Organisations

2 days - 1 workshop - 7 talks



uxlausanne.com



@uxlausanne

Where to find...

What is UX Lausanne	3
The 2016 edition	5
Speakers	6
Why sponsor UX Lausanne	7
Sponsorship opportunities	8
What is User Experience Design	9
Who we are	10

What is UX Lausanne

UX Lausanne is the biggest conference held in the western part of Switzerland. Historically focusing on User Experience Design, we now decided to broaden our topics to the global web community. Gathering worldwide specialists, we aim to increase the density of connections and exchange between local and international actors of web design.

Our mission

- Bring overseas and european expertise to Switzerland, selecting the best specialists of the topics presented.
- Enable professionals, researchers, freelancers and students to meet.
- Allow attendees to exchange and to get inspiration from our varied workshops and talks.
- Generate wide networking opportunities.
- Draw attention to Switzerland and its industry on the map of creativity, design and interaction.

There are no comparable event in the western part of Switzerland and for this level of training, people have to travel overseas or attend specific conferences across Europe.

Key Facts 2014

100	Attendees (Switzerland, France, Germany, United Kingdom)
14	Speakers (Europe, US, Switzerland)
15	Sponsors
30	Staff

Key Facts 2015

191	Attendees (Switzerland, France, Germany, United Kingdom)
12	Speakers (Europe, US, Switzerland)
12	Sponsors
30	Staff

Reasons for attending

30%	Inspiration
25%	Learning UX
25%	Following trends in the field
20%	Networking

A few comments on the last editions

Survey carried out by :ratio

“ Great set of speakers with lot of inspiring talks and with a lot of diversity.

“ I met very interesting people, gained insight and inspiration from many of the speakers and returned home fully motivated to continue working in and learning about this field.

“ I just wanted to say: Great initiative !
We want more conferences like
UX Lausanne in Romandie.

“ Well organized, inspiring talks, great workshops, awesome food and snacks, awesome organizing team.

“ It was small, compact and valuable each minute spent.

“ Please, Go on !



The 2016 edition



How

A 2-days program including 1 day of talks, presenting both practical case studies and inspirational themes on the topic “How UX Impacts on Business and Organisations”. And 1 day of workshop. (the conference is held in english).

What

Interaction design, information architecture, content strategy, web design.

When

16th and 17th of June 2016.

Where

Studios of the Arsenic theater, in the city center of Lausanne.

Who

Speakers

Worldwide leaders of the web community.

Attendees

For this coming edition, we are expecting about 250 web practitioners, with job titles including:

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

Speakers

The full programme of international & local speakers is currently being compiled for the 2016 edition, but we are already thrilled to announce the following speakers.



Jeff Gothelf
Father of Lean UX
New York, USA



Louise Downe
Head of service design at Gov.uk.
London, UK



Davide Casali
Design Director of Wordpress
San Francisco, USA

Here are some of the speakers present during the last editions.



Cennydd Bowle
Design Lead at Twitter
London - UK



Donna Lichaw
Digital Product Strategist,
Speaker, Instigator
New York City - USA



Andrea Resmini
Information architect, researcher,
and teacher
Jönköping - SWE



Nicolas Nova
Design Researcher, Near Future
Laboratory + HEAD-Genève
Genève - CH



Oliver Reichenstein
CEO & Founder of Information
Architects Inc
Tokyo - Japan



Indi Young
Consultant, Rosenfeld Media
Author
San Francisco - US

Why sponsor UX Lausanne

We are keen in knowledge exchange and taught UX methods and management at SAWI during a few years. We also founded UX Romandie, a bi-monthly enthusiastic and free event. We benefit from a strong experience in organizing web conferences, with already 30 editions of medium-scale events. Therefore, we may guarantee a partnership of great quality.

1

UX Lausanne is the only large-scale event in western Switzerland dedicated to web design. It draws local attendees, but also web practitioners from bordering countries.

2

UX Lausanne is an excellent opportunity to connect with major talented web actors, thanks to our regional assets:

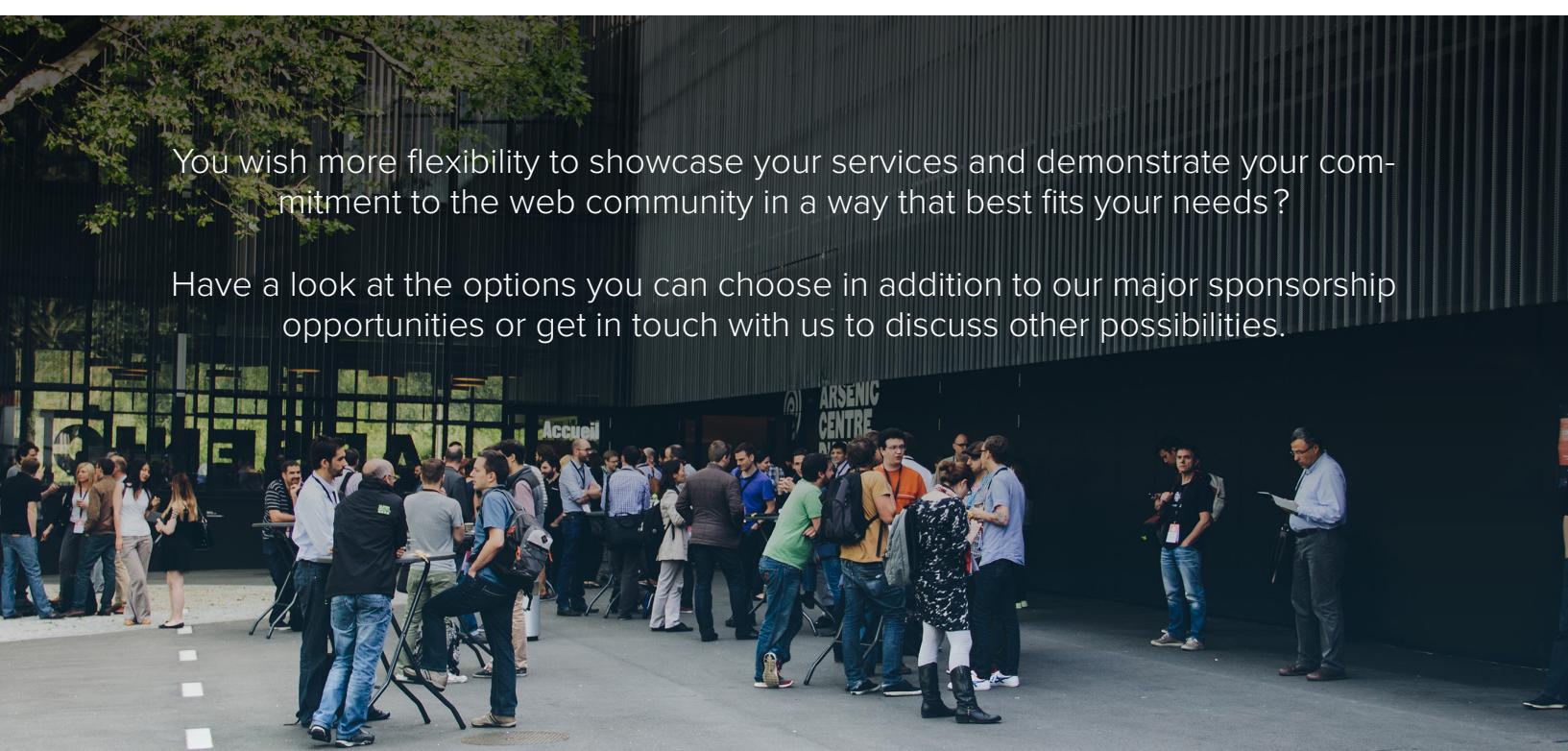
- About 200 new startups each year.
- Proximity of EPFL and its Innovation Park.
- Important economic area with main international companies and organizations.

3

UX Lausanne allows you to promote your brand, by creating an optimal visibility and networking options within a community liable to become your best ambassador.

You wish more flexibility to showcase your services and demonstrate your commitment to the web community in a way that best fits your needs?

Have a look at the options you can choose in addition to our major sponsorship opportunities or get in touch with us to discuss other possibilities.



Sponsorship opportunities

LEAD SPONSOR CHF 8'000.- 1 place available	MAJOR SPONSOR CHF 5'000.- 3 places available	EXECUTIVE SPONSOR CHF 2'000.- 2 places available
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	—
Top logo placement and description on website	Linked logo on website	Small linked logo on website
4 full conference passes	3 conference passes for the talks (June 17th)	2 conference passes for the talks (June 17th)
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

Events

You have the possibility to complete your sponsor partnership by organizing an event within the UX Lausanne conference:

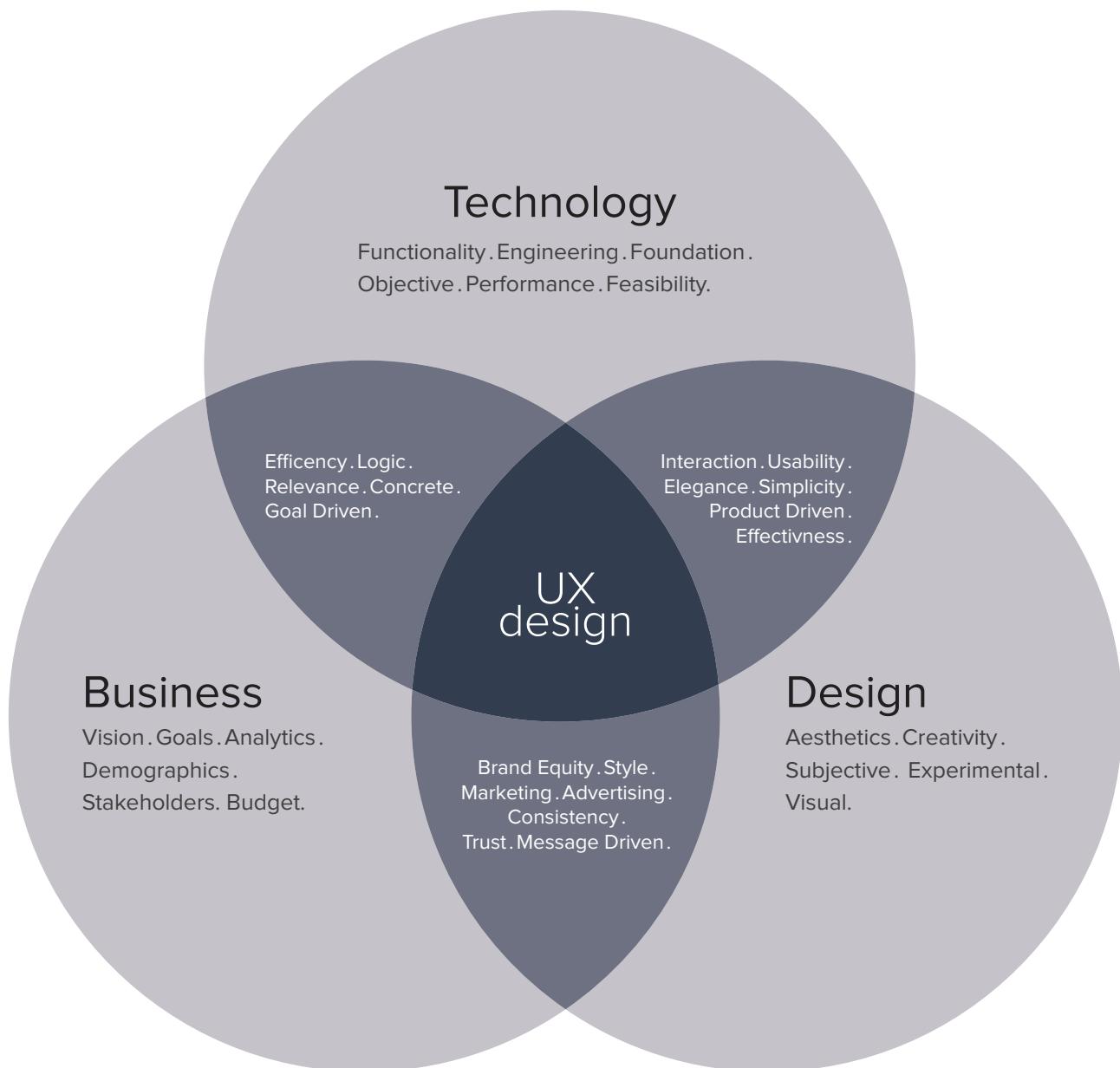
Pre-event aperitive : CHF 3'000.-
Post-event party : CHF 4'000.-

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.



Who we are

UX Lausanne 2016 is presented by **:ratio**, a web user experience agency based in Lausanne.

Passionate about sharing ideas and innovation as much as creating interactions within the web community, a few members of the team have founded UX Romandie (uxromandie.ch), a bi-monthly enthusiastic and free event, that became in a very short time one of the highlights of the web calendar in the french speaking area.



For any additional information and precisions, please contact

Caroline Altevogt at uxlausanne@8ratio.ch

