

INTERSECTION

CONFERENCE

PARIS, APRIL 16-17, 2014

**The world's first cross-disciplinary international
conference on Strategic Design in the Enterprise**

INTERSECTION 14

The role of design in economy and society is shifting. We see disciplines such as Service and Interaction Design moving beyond individual services and their digital components, to tackle experiences between enterprises and their audiences.

Designers and architects combine methods and models from Information and Enterprise Architecture, Systems and Design Thinking, to drive innovation and have an impact on complex enterprise ecosystems.

Following the success of our 2012 book **INTERSECTION** about strategic design in such environments, this conference aims to bring together enterprises, practitioners and experts from a large variety of relevant fields. We will spend together two days exchanging on innovation and transformation by design, with inspiring talks, practical case studies and intense master classes.

We are expecting an impressive audience of 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.

Speakers and Audience

Speakers

We are preparing an impressive lineup of industry experts, thought leaders and experienced practitioners. The conference agenda features four inspiring keynotes, a set of expert talks and real-world case studies, as well as a series of intense master classes going deeper into specific subject areas. Speakers include:

Anne Asensio, Vice President Design at Dassault Systèmes

Dion Hinchcliffe, Chief Strategy Officer at Dachis Group and author of *Social Business by Design*

Dirk Dobiéy, Vice President Knowledge Management and Enablement Solutions at SAP

Chris Potts, Corporate Strategist, chair of IRMUK's annual Enterprise Architecture Conference Europe in London

Eric Roscam Abbing, Founder of Zilver in Rotterdam, and author of *Brand-driven Innovation*

Audience

Enterprise executives seeking to leverage the design competency

Startup founders challenged to design everything from scratch

High-level designers, architects and consultants

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

Enterprises

Carphone Warehouse, London
Play Telecom, Warsaw
SAP, Walldorf / Berlin
Dassault Systèmes, Paris
Aéroports de Paris, Paris
The United Nations - UN Office for Disaster
Risk Reduction (UNISDR), Geneva

Consultancies

Attoma, Paris
Dachis Group, Austin
Dominic Barrow, London
eda.c, Paris / Düsseldorf
InProcess Group, Paris
Livework Studio, Rotterdam / Oslo
wilton consulting, Wilton
Zilver Innovation, Rotterdam

Event Partners

NUMA Paris (by Silicon Sentier)
Le Laptop - Co-Working, Co-Creation and Innovation Space
UX Paris - The Paris Network for User Experience practitioners

Professional Organisations

Business Architecture Guild
CESAMES - Centre d'Excellence sur l'Architecture, le
Management et l'Economie des Systèmes
designers interactifs
DMI - Design Management Institute
GlobalAEA - Association of Enterprise Architects
IxDA - Interaction Design Association, Paris Chapter
IAI - Information Architecture Institute
UX Paris

Need to convince your boss?

Designers working in complex enterprise environments face challenges like never before. The two days at INTERSECTION will give your team the tools, approaches and arguments to convince stakeholders and clients, secure budgets, and make great ideas and essential transformations happen. This is why you and your team should attend:

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

INTERSECTION 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 spring in Paris!

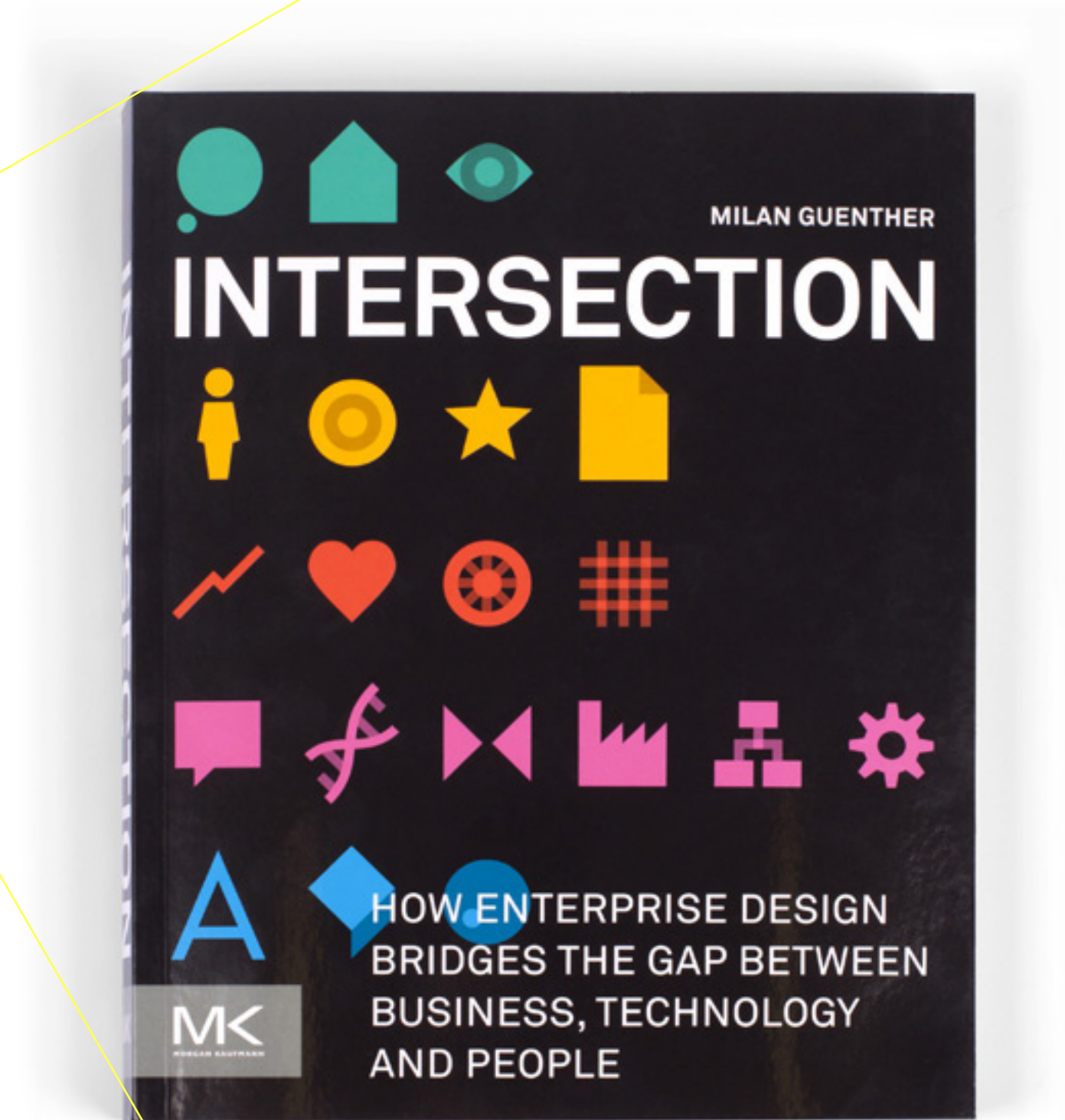
It's said to be the nicest time of the year over here. We have the perfect location in the heart of Paris, easy to reach with all public transport. You might even enjoy a nice long Easter weekend after the conference!

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



Conference Venue

Designed as a place of synergies and open networking, NUMA is a new innovation hub, startup accelerator and coworking space, located in the Sentier quarter in the heart of Paris. **INTERSECTION** conference will be taking place in NUMA's conference venue on the 4th floor.

NUMA Paris
39 rue du Caire
75002 Paris
France

www.numaparis.com



Sponsoring opportunity

We are looking for a Sponsor for our two evening events: Warm-Up Drinks and Conference Apéro. Your benefits:

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Cost: € 5000 per evening event

Contact

eda.c sas
c/o Le Laptop
6 Rue Arthur Rozier
75019 Paris
France

Your contact:
Milan Guenther

T +33 9 7044 7778
M +33 6 0179 7000

www.intersectionconf.com
hello@intersectionconf.com