



Leading Design

24–26 October 2016
The Barbican Centre, London

SPONSOR PACK

What is Leading Design?

A groundbreaking new conference for people leading design teams, overseeing design direction, or instilling a culture of design within their organisations.

Through a mix of stimulating talks and hands-on workshops, leaders from **Spotify**, **37signals** and **Google Ventures** will discuss the challenges of design management and becoming a better design leader. They will share years of experience finding talent, building culture, structuring and developing their teams, and tackling some of their most pressing challenges.

Most conferences are focussed on practitioners. We've put together a unique programme of events designed specifically to hone leadership skills and help each of our delegates become the most effective design leader possible.

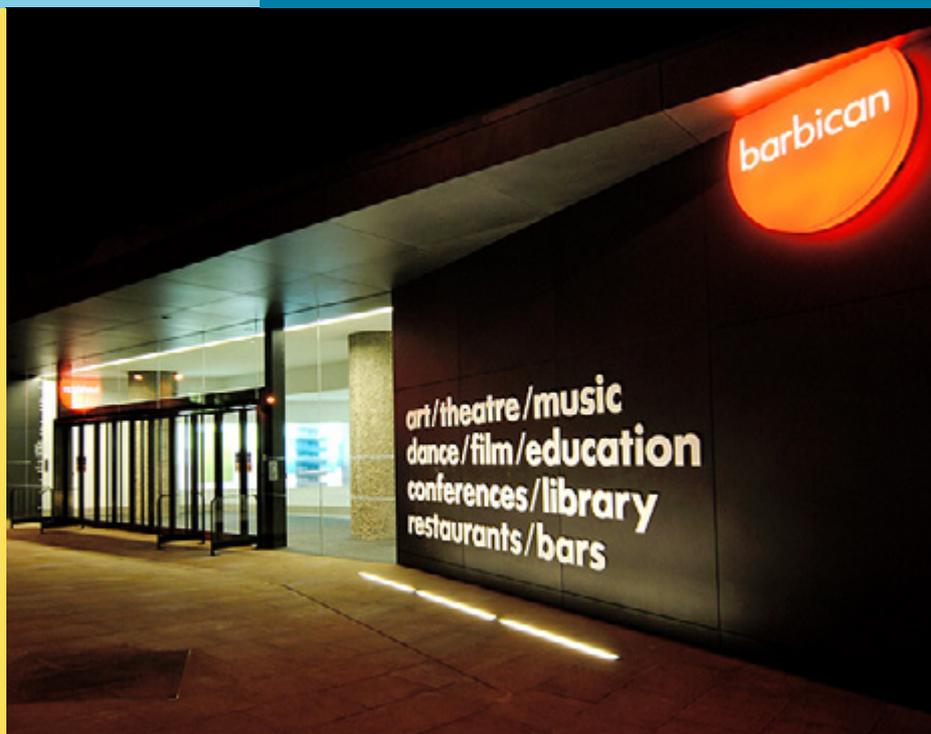
We're thrilled that the first Leading Design conference will take place at iconic London venue the Barbican. Based in the heart of the city, the Barbican has a truly enviable design status. A Grade II listed building, it is Europe's largest multi-arts and conference venue and one of London's best examples of Brutalist architecture. And with a refurbishment currently under way, we will be amongst the first to enjoy their soon-to-be unveiled new conference wing.

LEADING DESIGN TAKES PLACE

October 24th–26th, 2016

SUPER EARLY BIRD TICKETS

£545 + VAT for Talks Only pass
£845 + VAT for Talks + Workshops
pass



Our speakers

We've assembled an amazing group of design leaders from some of the best known companies in the world. They include:

	Catherine Courage BOARD OF DIRECTORS, INSIGHT		Kim Goodwin VP OF PRODUCT & USER EXPERIENCE, PATIENTSLIKEME		Nathan Shedroff STRATEGIST AND ENTREPRENEUR
	Ryan Singer PRODUCT STRATEGY, BASECAMP		Mike Davidson FORMER VICE PRESIDENT OF DESIGN, TWITTER		
			Duncan Lamb PRODUCT DESIGNER, TRANSFERWISE		Steve 'Buzz' Pearce GLOBAL HEAD OF DESIGN, SKYSCANNER
	Farrah Bostic FOUNDER, THE DIFFERENCE ENGINE		Braden Kowitz DESIGN PARTNER, GOOGLE VENTURES		
	Sarah B. Nelson PROGRAM ARCHITECT, IBM STUDIOS		Julia Whitney EXECUTIVE COACH AND LEADERSHIP CONSULTANT		
	Gail Swanson DIRECTOR OF STRATEGY, 18F		Jeffrey Veen DESIGN PARTNER, TRUE VENTURES		Andrea Mignolo HEAD OF DESIGN AND UX, MOVABLE INK

Who is our audience?



The audience for Leading Design will mostly consist of senior digital design leaders; Chief Design Officers, Design Directors and VPs of Design. It will also include Design and UX department heads, managers, and team leads. Attendees will represent a range of institutions, from tech giants like Facebook and Spotify, to more traditional brands like the BBC.

Attendees are mostly from the UK and Europe, with a few from the US and further afield. The event capacity is 250 people and tickets are selling very quickly!

Why sponsor Leading Design?

Sponsoring Leading Design connects your brand with design leaders from influential companies throughout the UK and Europe. The type of people who make hiring and purchasing decisions, define process and tool use, and promote design at all levels of the organisation.

The conference is an opportunity for our attendees to meet like-minded design leaders, swap war stories, and build relationships we hope will last the rest of their careers.

Shouldn't one of those relationships be with you?

Our conferences attract sponsorship from a wide variety of companies including Google, BBC, Spotify, Ubuntu, LBi, MailChimp, Balsamiq and cpartners.



Sponsorship opportunities

Three levels of sponsorship are available, with additional opportunities for individual sponsorship. Sponsorship places are strictly limited.

Premier £5,000 (2 places available)	Executive £3,000 (4 places available)	Associate £1,500 (6 places available)
Introduce keynote speaker		
Exhibition space with power for full event	Exhibition space with power for full event	
2 stand passes	2 stand passes	
1 three-day Talks + Workshops ticket	1 two-day Talks only ticket	
Listed as premier sponsor on all marketing collateral		
Top sponsor logo placement on website	Logo on website	Logo on website
Logo on screen during breaks	Logo on screen during breaks	Logo on screen during breaks
Logo on name badge / programme	Logo on name badge / programme	Logo on name badge / programme
Company promotional material in attendee goodie bag	Company promotional material in attendee goodie bag	Company promotional material in attendee goodie bag
Two guest invitations to the exclusive speakers' dinner		
First refusal of party sponsorship	Second refusal of party sponsorship	

OTHER SPONSORSHIP OPPORTUNITIES

Party sponsorship
Refreshment breaks • Speakers' dinner
Goodie bags • Conference lanyards

CONTACT

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