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Leading Design

Learn from a community of design leaders

**25 - 27 October 2017
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. The conference is now in its second year, following an acclaimed, sold-out inaugural event in 2016.

Through a mix of stimulating talks and hands-on workshops, our industry leading speakers 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 attendees become the most effective design leader possible.

Date:
October 25th–27th, 2017

Super early bird tickets:
£595 + VAT for Talks Only pass
£895 + VAT for Talks + Workshops pass

ABOUT THE VENUE

We're thrilled that the Leading Design conference will return to 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.
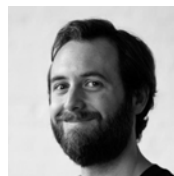
Our speakers

We've assembled an amazing group of design leaders from some of the best known companies in the world. Here's a flavour of who will be joining us at the event.

Adam Cutler
Programme Director,
IBM Design Studio

Alberta Soranzo
E2E Service Design Director,
Group Digital & Transformation

Cap Watkins
VP of Design,
Buzzfeed

Hannah Donovan
General Manager,
Vine

Irene Au
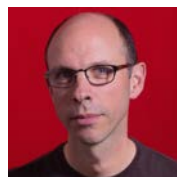Operating Partner
Khosla Ventures

Janice Fraser
Senior Vice President
Bionic Solutions

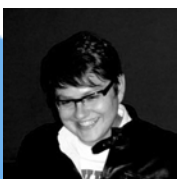**Julia Whitney**
Executive Coach and
Leadership Consultant

Melissa Hajj
Design Manager
Facebook

Peter Merholz
VP of Design
Snagajob

Samantha Soma
Design Facilitator
GE Enterprise

Simon Doggett
Head of Product Design
Farfetch

Stuart Frisby
Director of Design
booking.com

Who is our audience?

Attendees are mostly from the UK and Europe, with a few from the US and further afield. The event capacity is 280 people and last year we sold out.

The audience for Leading Design consists of senior digital design leaders; Chief Design Officers, Creative Directors and VPs of Design. It will also include Design and UX department heads, managers, and team leads.

Attendees last year represented a range of institutions, including Microsoft, Booking.com, Spaient, Shopify, Tesco and the BBC.

LeadingDesignConf Retweeted
Conor Ward UXMuch™ @UXMuch · 24 Oct 2016
Leading Design Conference Day 1 done! Huge amount of listening, learning and a smidge of networking thrown in for good measure. #UX @LDconf – at Barbican

LeadingDesignConf Retweeted
Mariana Morris @MarianaMota · 24 Oct 2016
"It's absolutely necessary to have design at a senior level. This is not designers trying to build an empire." :) @LDconf #ldconf
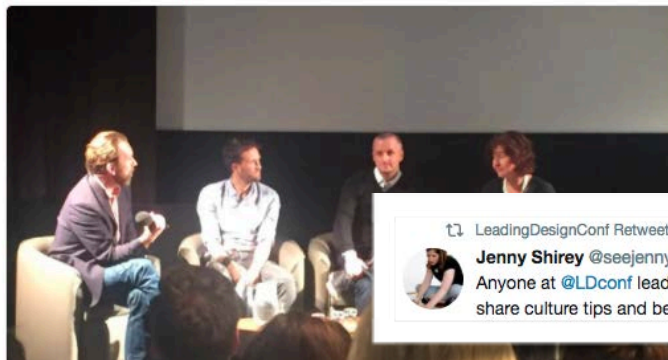
LeadingDesignConf Retweeted
Jenny Shirey @seejennydesign · 24 Oct 2016
Anyone at @LDconf leading designers embedded in scrum teams? Would love to share culture tips and best practices - let's chat! #ldconf

Why sponsor Leading Design?

IT'S A SIMPLE MATCH: Sponsoring Leading Design connects your brand with design leaders from influential global 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. By being part of our event, you can make a lasting impact with our attendees.

Take a look at the different ways you can be involved—and if you're not sure what would be most beneficial for you, or you have an idea you'd like to discuss, just let us know. We'd be happy to tailor a package to suit you!

Our conferences attract sponsorship from a wide variety of companies including Google, BBC, Adobe, Spotify, InVision, SapientNitro, Mailchimp, and cxpartners.

Sponsorship opportunities

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

Premier £10,000 (2 places available)	Executive £8,000 (4 places available)	Associate £3,000 (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	
4 three-day Talks + Workshops tickets	2 three-day Talks + Workshops tickets	1 three-day Talks + Workshops 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

For questions or bookings contact:

Alis Cox or Kate Bulpitt —

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+44 (0) 845 838 6163

Thank you!