ld. Leading Design

The conference for people leading design teams

10- 12 OCTOBER 2018
THE BARBICAN CENTRE, LONDON

SPONSOR PACK

BROUGHT TO YOU

Clearleft

What is Leading Design?

A groundbreaking conference for people leading design teams, overseeing design direction, or instilling a culture of design within their organisations. The conference is now in its third year, following an acclaimed, sold-out event in 2017.

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 10th–12th, 2018

Super early bird tickets:
£645 + VAT for Talks Only pass
£945 + 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.
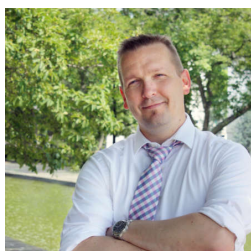
A Grade II listed building, it is Europe's largest multi-arts and conference venue and one of London's best examples of Brutalist architecture.
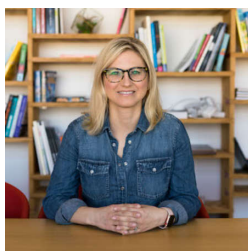
Our Speakers

Here are some of the exceptional speakers we have lined up so far for 2018
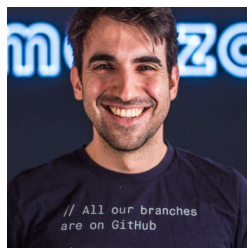
Russ Unger
Design Leader/Author, Userglue
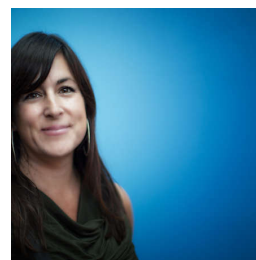
Meredith Black
Head of Design Ops, Pinterest

Todd Dominey
Former Senior Director of Design at Mailchimp

Bob Bailey
Design Executive, Formerly at Apple & Yahoo

Hugo Cornejo
Head of Design, Monzo

Kristin Skinner
Head of Design Management, Chase

Aaron Irizarry
Head of UI at Capital One

Audrey Liu
Director of Product Design, Lyft

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 well in advance of the conference

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.
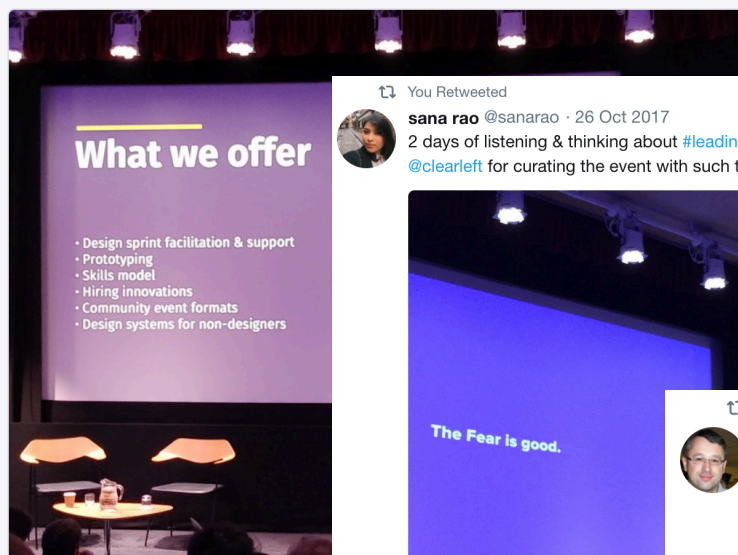

You Retweeted
Robert Fransgaard @fransgaard · 26 Oct 2017
Love how @stuartfrisby has helped make design accessible by offering design services for more soft challenges for the org #leadingdesign

What we offer
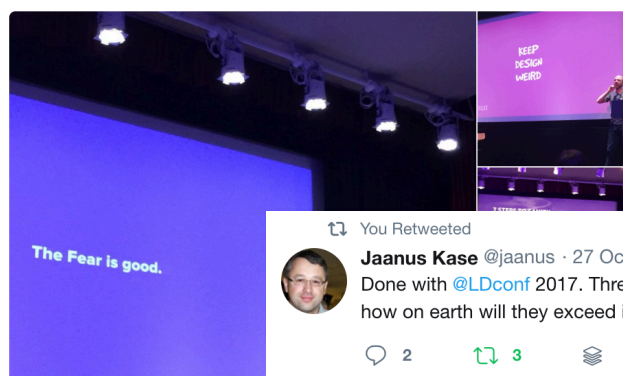• Design sprint facilitation & support
• Prototyping
• Skills model
• Hiring innovations
• Community event formats
• Design systems for non-designers

The Fear is good.

You Retweeted
sana rao @sanarao · 26 Oct 2017
2 days of listening & thinking about #leadingdesign, thankful to @andybudd & @clearleft for curating the event with such thoughtful speakers

KEEP DESIGN WEIRD

You Retweeted
Jaanus Kase @jaanus · 27 Oct 2017
Done with @LDconf 2017. Three days of pure gold. My only Q: was so great, how on earth will they exceed it next year? ❤️ #leadingdesign
💬 2   🔁 3   ❤️ 5   ✉️

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.

What are people saying?

"

Haven't been to a conference for years as they generally don't live up to the hype. But Leading Design was exceptional.

Attendee, Leading Design 2017

"

The size and venue is really intimate. The lights were kept on in the room so you could see everybody's faces, so its a very conformable place for people to share real uncandid stories!

Kate Aronowitz, Speaker, Leading Design 2017

"

Maybe it was just the right moment in my career, maybe I had my ears ready to hear what was being said; one thing is certain though:
This event changed my life.

Attendee, Leading Design 2017

"

I had no expectations last year but because of the quality last year my expectations were very high this year. And they were met.

Attendee, Leading Design 2017

"

What's special about leading design, is there are so many smart people and we all respect one another and know each other, some what informally through twitter, its really great to meet people face to face, hear what people have to say and the questions afterwards.

Adam Cutler, Speaker, Leading Design 2017

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:

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alis@Clearleft.com

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Thank you!