

UX Brighton 2011

4th November, Corn Exchange, Brighton, UK

A conference on User Experience Sponsor Pack



The Conference

The UX Brighton team are proud to be presenting a User Experience Conference at The Brighton Dome.

Whether you're new to the field or you're an industry professional, UX Brighton 2011 is an opportunity to debate, cogitate and learn about User Experience through the lense of various disciplines stretching from anthropology to cross-channel design.

Blending provocative thinkers and seasoned professionals from the UK and Europe with speakers from Brighton's renowned UX community, we're here to look at how User Experience design is changing with the times.

This is our second event, after last year's success at UX Brighton 2010.

UX Brighton History

Now in its third year as a growing and thriving community, the UX Brighton group regularly meet to mull over topical issues, have healthy debates and investigate User Experience in many different forms. They run talks on a monthly basis which cover a wide range of topics from looking at human behavioural patterns to reviewing UX books.

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The Venue

Due to the popularity of last year's event, UX Brighton 2011 will be held at the Brighton Corn Exchange, a venue that can host up to 1000 attendees. Built at the same time as the Dome Concert Hall it was originally the Prince Regent's riding house. It is now a unique and versatile venue with a magnificent single span of arched ceiling and a sprung maple floor.

The Audience

Attendees of the conference will come from a variety of different backgrounds. Some of the job titles of attendees include:

Business Analysts

Chief Experience Officers

Chief Technical Officers

Experience Managers

Head of Online Channels

Information Architects

Interaction Designers

Interface Designers

Marketing Managers

Product Managers

Project Managers

Usability Analysts

Usability Consultants

User Experience Architects

User Experience Designers

User Interface Designers

User Researchers

Visual Designers

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The Speakers

Andrea Resmini

Designing cross-channel user experiences

Andrea's talk

50 years ago we relied on books and people for information, then we gradually started going to our desktop computers to look things up, now we've got iPads and other restless, smaller, faster physical devices.

Information is bleeding out of the Internet and becoming ever more embedded in the real world. The boundaries are blurring between the physical and the digital.

Our experiences travel across channels: we check something out on the web, we get texts, we go to the shop, we bring the thing home, we connect it, we get more services online. Shouldn't our design vision reflect this behaviour too?

What's he known for?

Andrea Resmini is President of the Information Architecture Institute, he chairs the Italian IA Summit, is a founding member of the European center for user experience, and finally is one of the founders and now an Associate Editor for the Journal of Information Architecture

The credentials

Andrea has been working as an ICT professional since 1989. He holds an MA in Architecture and Industrial Design and a PhD in Legal Informatics and IT Law. He's now working at the University of Borås, Sweden, researching and teaching IA- and UX-related courses while still hoisting the IA flag at FatDUX, a leading UX firm based in Copenhagen with offices all over Europe, the US and Canada.



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The Speakers

Robin Dunbar

Connecting anthropology and User Experience

Professor Robin Dunbar is a British anthropologist who specialises in the evolution of sociality. His work is fundamental to User Experience design and the implications of his findings are vast when it comes to designing social spaces.

What's he known for?

Robin is best known for formulating Dunbar's number, which is roughly 150. It measures 'the cognitive limit to the number of people with whom any one person can maintain stable relationships'.

His principle research areas also include the behavioural ecology of social decision-making, modelling socio-ecological systems and their evolution, the structure and dynamics of social networks, and the nature of social bonding.

The credentials

He is currently Professor of Evolutionary Anthropology and the Director of the Institute of Cognitive and Evolutionary Anthropology of the University of Oxford and the Co-director of the British Academy Centenary Research Project.



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The Speakers



Hubert Anzowski

Hubert is a Human-Computer Interaction Researcher, AI Designer, Usability Researcher, Interface Designer as well as Vice-Chairman and co-founder of UseLab. He is one of the most experienced usability and UX design specialists in Poland and led the first research and advisory projects there, training and advising many leading companies.

Passionately dealing with UX issues since 2002, he regularly gives lectures and has authored several UX publications. Hubert specializes in strategy, usability research, information architecture, eyetracking, interface design and card sorting.

Ian Fenn



Ian is an award-winning veteran UX specialist recognised for consistently exceeding project targets through intelligent and thoughtful interaction design. He has received design training from Adaptive Path, Cooper U, UIE (Jared Spool), and Nielsen Norman Group. Ian is also one of very few UK-based usability analysts certified by Human Factors International. Clients include: Aviva, Sapient, Virgin Media, MRM Worldwide, Profero, Enable Interactive, Conchango, twentysix London, LexisNexis, Fortune Cookie, BT, UKTV, BBC Worldwide, Scientific American, Incisive Media, and Seatwave.

[More speakers to follow...](#)

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2010 Testimonials

“The very first UX Brighton last September was an incredible event that brought together a LOT of talented people - and I’m not just thinking about those of us fortunate enough to be on the programme. The audience was engaged, informed, and entertaining. Rarely have I had so much fun talking to conference participants and I learned a lot, too. Brighton is a helluva cool town! This could well become one of the top three events in the UK - so get your ticket NOW!”

Eric Reiss, Speaker at UX Brighton 2010, CEO, The FatDux Group

“UX Brighton has been a great experience. It’s an intimate conference with a great audience and atmosphere. I loved speaking there and felt honored to be amongst a superb selection of speakers.”

Jeroen van Geel, Speaker at UX Brighton 2010, Founder & CEO, Johnny Holland

“The UX Brighton conference has managed, in its first year, to put together a group of speakers worthy of a much higher ticket price. The atmosphere created was entertaining and exciting to be in. I look forward to the next one.”

Martin Gordon, Marketing Designer, dotDigital Group plc

“I found UXBrighton 2010 to be both thought provoking and useful - the speakers were insightful, and I had a great time chatting with like-minded UXers. Looking forward to 2011!”

AI Power, Web Development Lead, Nominet UK

“This was my first UX event and will definitely not be my last. I took away plenty of tips that I can apply to web writing, as well as an improved understanding of how my audience thinks and interacts with web pages.”

Helen Keevy, Core Copywriting

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Sponsorship

We are also looking for a sponsor for the after conference party.

There are three different ways to get involved with UX Brighton 2011 depending on your budget. Full details of what each level of sponsorship gets you can be seen below.

	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship
	£4000 2 spots available	£2000 6 spots available	£1000 10 spots available
Speakers dinner	You will be given two tickets to the exclusive speakers dinner		
Logo on name badges	Your logo will appear on every attendees name badge		
Marketing literature at the conference	You can display leaflets and or other marketing literature on the registration desk		
Trade stand	You will be able to set up a 3x2m trade stand at the venue in a prominent location	You will be able to set up a 2x1m trade stand at the venue	
Banner placements at the venue	Three banners in venue hall	One banner in venue hall	
Logo placements between sessions	Large sized stand alone logo on screen during breaks	Medium size logo on screen during breaks, shared with other gold sponsors	Small size logo on screen during breaks, shared with other silver sponsors
Logo placement on website	Your logo will be shown on the website in the Platinum sponsorship category	Your logo will be shown on the website in the Gold sponsorship category	Your logo will be shown on the website in the Silver sponsorship category
Free tickets to the event	10 free tickets to the conference	5 free tickets to the conference	2 free tickets to the conference
Pre-conference marketing	Your name will be listed on all online and offline marketing for the event	Your name will be sent out on email marketing and tweets to @uxbri followers	Your name will be sent on a tweet @uxbri followers

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