



# UX Brighton 2012

2nd November 2012 at The Corn Exchange, Brighton

A conference on

# Past & Future Interactions

Sponsor Pack

# Overview

This year's theme Past & Future Interactions

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Date 2nd November 2012

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Venue The Corn Exchange, Brighton

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Attendees Up to 500 UX professionals, students, marketers, project managers, freelancers

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Speakers An exciting range of industry names

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History Our 3rd annual conference, and already becoming 'the' UX event to attend

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UX Brighton 2012 is the third annual conference run by UX Brighton. This one day event will bring a mix of practical and theoretical, commercial and academic – The idea behind this year's theme is that knowledge of the past informs us to create better products for the future.

Now in its fourth 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 free monthly talks which cover a wide range of topics from looking at human behavioural patterns to reviewing UX books.

"UX Brighton is a unique event: inspiring speakers, excellent setting, a savvy audience. It's an intense day of ideas and sharing and probably the best value in the UX calendar."

—**Giles Colborne**, CX Partners,  
Speaker at UX Brighton 2011

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# The Audience

UX Brighton attracts a diverse audience. Some of the job titles include:

UX consultant

UX designer

UX developer

UX student

Information architect

User interface designer

User researcher

Creative director

Designer

Project Manager

Product Manager

Developer

Managing director

Startup founder

“UX Brighton 2011 was a great summary of up-to-date topics, trends and techniques that make up the UX Industry. Essential stuff for anyone interested in User Experience, and everyone in our industry should be.”

— **Richard Powell**, Thap Ltd,  
Web Designer, Delegate at  
UX Brighton 2011

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# The Speakers

Previous speakers have included: Prof. Robin Dunbar, Rory Sutherland, Eric Reiss, Andrea Resmini, Giles Colborne and Cennydd Bowles.

Speakers who have already confirmed their presence at this year's event are:

## Alex Wright



Alex Wright is the Director of User Experience and Product Research at The New York Times and the author of *Glut: Mastering Information Through the Ages*, hailed by the Los Angeles Times as "a penetrating and highly entertaining meditation on our information age and its historical roots."

Alex has also led research and design projects for IBM, Microsoft, The Long Now Foundation, Harvard University, the Internet Archive, and Yahoo!, among others. His work has won numerous industry awards, including a Webby, Cool Site of the Year, the PRSA Silver Anvil and an American Graphic Design Award. He is currently a faculty member at the School of Visual Arts MFA program in Interaction Design.

## Ben Bashford



Ben Bashford has a background in fine art, graphics and electronic music and has been designing and building stuff for the internet in some form or another since it was subculture. His focus is on the open, pervasive and social Internet - crafting products and services that combine networked technology with physical stuff.

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## The Speakers

### Jim Kalbach



Jim Kalbach is Principal UX Strategist with USEEDS°, a leading design and innovation consultancy in Germany. Prior to that he was a user experience designer with LexisNexis and previously served as head of information architecture with Razorfish, Germany. Jim holds a degree in library and information science from Rutgers University, as well as a Master's degree in music theory and composition.

Jim is an active speaker and instructor on user experience, usability, and information architecture. He helped found local UX groups in Hamburg, as well as organize conferences in Germany and Europe. Jim is the author of the book *Designing Web Navigation* (O'Reilly, August 2007). He blogs at [www.experiencinginformation.com](http://www.experiencinginformation.com).

### Karl Fast



Karl Fast is a professor of User Experience Design at Kent State University. He studies how people interact with information as they try to make sense of their world. Especially in a digital world, where information is an abundant resource, and our interactive technologies are becoming more powerful and more nuanced. He studies how we think by interacting with our environment and what this means for designing the digital future.

Karl is a founding member of the Information Architecture Institute.

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## The Speakers



### Sriram Subramanian

Dr Sriram Subramanian is a Professor in the Computer Science department of the University of Bristol where he co-directs the interaction and graphics group. Prior to moving to Bristol he has worked in Canada for the University of Saskatchewan and in Netherlands for Philips research labs. His primary research interest is in Human-Computer Interaction with a particular emphasis on novel input devices and techniques. His research involves combining hardware electronics with design to create novel and engaging end-users experiences with computer mediated systems.

His most recent interests are in the design, implementation and evaluation of novel multi-view displays and multi-point haptic systems. More information is available at Bristol Interaction and Graphics.

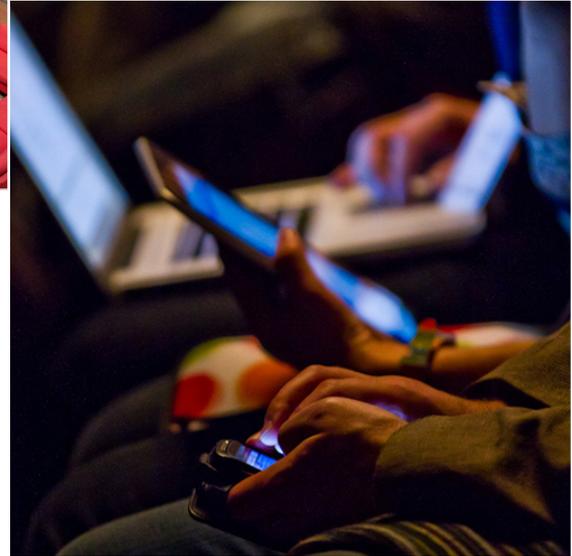
“probably THE most exciting meeting I have been to in a long time...”

### More speakers to follow...

— **Prof Robin Dunbar**, Professor of Evolutionary Psychology and head of the Social Neuroscience Group, University of Oxford, Speaker at UX Brighton 2011

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# Sponsorship



## Benefits of sponsorship

Showcase your company's message, products, services & ideas

Connect & network with the c500 attendees

Enhance your reputation within the UX community

Increase your company and brand visibility

Associate your company with some of the best known UX brands

"I've always thoroughly admired UX Brighton not only for the quality of the speakers, but also for the crowd of UX-ers it attracts. There's something different about this event that reflects the quirky, but intelligent nature of its founders."

— **Simon Johnson**, Design Researcher, Speaker at UX Brighton 2011

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# Sponsorship

## Levels of sponsorship

We offer several sponsorship levels to suit all budgets:

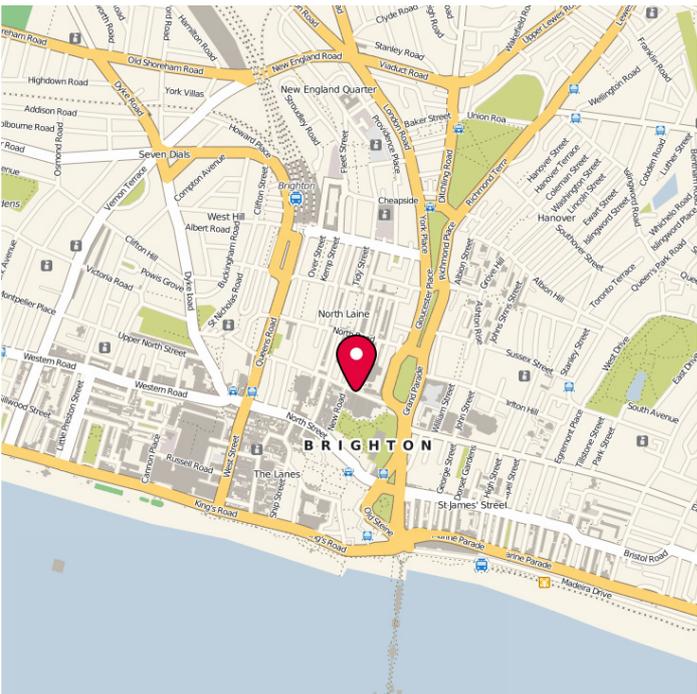
<b>Platinum Sponsorship</b>	<b>Gold Sponsorship</b>	<b>Silver Sponsorship</b>	<b>Bronze Sponsorship</b>
<b>£4000</b> <b>2 available</b>	<b>£2000</b> <b>4 available</b>	<b>£1000</b> <b>6 available</b>	<b>£500</b> <b>10 available</b>
10 free tickets	4 free tickets	2 free tickets	1 free ticket
2 attendees to the speakers dinner			
Stand	Smaller stand		
Pop-up banners	Pop-up banner		
Mentions in press release	Mentions in press release	Mentions in press release	
Logo on print and online ads	Logo on print and online ads	Logo on online ads	
Logo on front of name badge			
Logo on programme	Logo on programme (inside name badge)	Logo on programme (inside name badge)	Logo on programme (inside name badge)
Listed as Platinum sponsor on website	Listed as Gold sponsor on website	Listed as Silver sponsor on website	Listed as Bronze sponsor on website
Large logo on slides between talks	Medium logo on slides between talks	Small logo on slides between talks	
First refusal to sponsor the after-party or lanyards	Second refusal to sponsor the after-party or lanyards		

### Extras:

Talk to us to find more about these extra sponsorship opportunities: After party, lanyards, speakers' dinner, speakers' lunch, refreshment breaks, t-shirts.

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# Venue



We're returning to the historic Corn Exchange in Brighton. It can accommodate over 500 people, is fully accessible for wheelchair users and is equipped with infra-red hearing assistance and traditional T loops for hearing impaired attendees.

Free wifi will be available to all attendees of UX Brighton 2012.

“To be absolutely frank, if marketers had a proper sense of proportion, they would spend a third of their time learning about usability and customer experience. But if, as is more likely, you only have a day to spare, then there are few better places to study the subject than here.”

— **Rory Sutherland**, Vice Chairman, Ogilvy Group, Speaker at UX Brighton 2010

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