

EuroIA 2022 - Marseille

Get there together

Information Architecture and User Experience conference
30 September - 1 October 2022



What is EuroIA?

EuroIA is Europe's Information Architecture (IA) and User Experience (UX) conference.

It is a unique event that brings together veteran Information Architects, experts from diverse fields practising IA, and newcomers to the practice of IA and UX design. It showcases best practices and hands-on results, along with the methods used to get there.

It is organised every year in September, in a different European city.

EuroIA 2022 Marseille, France will be the 16th edition.

The theme for this edition is 'Get there together'.

Learn more about EuroIA on

euroia.eu

GET THERE

TOGETHER

The theme

The synergy of people and disciplines in design challenges to have an impact.

As we've all been facing changes in our lives for 2 years, we'd deeply like to get together and sense the synergy needed to face the design challenges we went through.

Organisations are realising they aren't self-sufficient and some of their anti-fragility depends on healthy internal and external relationships, on their ability to shape the best environment for collaboration.

We want to explore **how people work together through design challenges**, underline the value of being together with

participatory governance and activities.

What about you? **How do you adapt your methods when you work with teams and organisations?** Information architects increasingly collaborate and co-create with other fields such as interaction design, visual design, engineering, political science, social sciences and with a wide variety of societal stakeholders. **How do we engage with other fields and support new interdisciplinary ways of working?** How do you facilitate the discussion between stakeholders and other disciplines to make such an impact ?

IMPACT

Topics include the **value, significance and dimensions** of information architecture and how to increase, assess and measure them. How do you facilitate the discussion between stakeholders and people defining types of impact such as sustainability or economic impact?

CO-CREATION

Information architects increasingly **collaborate and co-create with other fields such as interaction design, visual design, engineering, political science, social sciences** and with a wide variety of societal stakeholders. How do we engage with other fields and support new interdisciplinary ways of working?

CONTEXT AND COMMUNITIES

How is information architecture situated among **different cultures, diversity, ethics, sense of place and sense of space**, and the habits of different design communities? Under which conditions does information architecture flourish? Topics of interest include roles, expertise, inclusion, participation and power distribution, the role of communities and public and private organizations, innovation management for information architects.

Conference format

EuroIA 2022 conference will take place in person in the vibrant city of Marseille, South of France, the 30th of September and the 1st of October.

The program includes workshops, talks and sweet gatherings.

Each is delivered by recognized Information Architects, Designers and UX practitioners from our community, drawn from across Europe and United States.



Session formats will consist of:

Practical half-day workshops

3–4 hours of in-depth practical learning by doing. We will be emphasizing the importance of activity over presentation. Previous experience of similar or the same workshops will count in your favor. Workshop leaders will receive 1300 Euros, and a free ticket to the conference.

40–60 min Keynote Plenary sessions

The co-chairs will be leading the selection of Keynotes. We may choose a keynote from standard submissions. Keynote speakers will be paid a nominal fee to cover travel, accommodation and their loss of earnings.

30–40 min Depth talks

These talks will come from the community, and be peer reviewed by our volunteer reviewers. With a longer session, we would expect more color, examples and stories to reinforce several key messages and/or frameworks around a singular topic.

15–20 min Overview talks

These talks are designed to be upbeat, energetic, but concise overviews of a topic, tool, or case study with a limited number of key messages – usually 1–3.



The venue

EurolA 2022 conference will take place at the hotel "Villages Clubs du Soleil" in Marseille, France.

Villages Clubs du Soleil

23 Rue François Simon
13003 MARSEILLE
villagesclubsdusoleil.com

Who will be at EuroIA 2022?

The EuroIA conference brings together veteran Information Architects, experts from diverse fields practising IA, and newcomers to the practice of IA and UX design.

Attendees are typically senior stakeholders in creative, design and content teams or consultants working with large complex organisations..

Previous EuroIA conferences

With such a long-standing relationship to the Information Architecture and User Experience community, EuroIA has seen, and hosted, some of the defining moments in the progression of our industry and the way we work.

Over the years **we've seen inspirational talks** from some of the most prestigious teams in our industry. **We've been given insight into large organisations** such as Apple, Google, eBay, Philips, Samsung, Ikea and the BBC. While also sharing some of the practices used by agencies like Adaptive Path, Sapient Nitro, Lbi, FatDux, Razorfish and Netlife Research. On the stage we've seen individuals like Luke Wroblewski, Lisa Welchman and Gerry McGovern sharing their opinions into the way we work.

Not to mention non-profits and academic members of the community such as the University of Cambridge, Oxford, the European Union and the United Nations.

EuroIA itself is hosted in a different European city every year, so **the conference has travelled through Europe**: Amsterdam (2x), Barcelona, Berlin, Brussels (2x), Copenhagen, Dublin, Edinburgh, Madrid, Paris, Prague, Riga, Rome and Stockholm.

EuroIA is organized by KUNVERJ and a group of volunteers from all around Europe, with three co-chairs, an active committee and over 20 country ambassadors.

The audience

The EuroIA community gathers information management and design professionals from all over Europe and beyond (US, Australia, Latin-America, Asia...) 25 countries were represented in the past with more than 300 participants. Job titles include:

54%

Designer / Architect

UX Designer
UX Research
Consultant
UX Specialist
Content Strategist
Code Fellow
Process Consultant
Adjoint Professor
Solution Engineer

15%

Senior / Principal

Senior UX Architect
UX Coach
Senior UX Architect
Senior UX Consultant
Senior Interaction
Designer
Senior Product Writer
Senior Advisor
Senior Information
Architect

11%

CEO / Founder

Head of User Research
& Design
CEO / UX Designer
Head of Design
VP Design
Creative Director UX
Director of UX
VP of UX

10%

Lead / Manager

Lead UX Designer
Product Manager
UX Manager
UX / UI Team Lead
R&D Software Manager
Lead Experience
Designer
UX Manager
Lead Creative

2%

Student / Junior

Student Volunteer
Student / Project
Coordinator
Junior Concept IA
PhD Student
Student

8%

Not stated

Sponsorship

packages

Sponsorship packages and what will you get

BRONZE - €2.500

- Sponsor slide shown throughout conference
- 2 social media shoutouts
- dedicated thank you email sent to the EuroIA community
- Swag in goodie bags
- 1 tickets to the conference (permission to run giveaways)

SILVER - €3.500

- Booth at the conference
- Sponsor slide shown throughout conference and logo on website
- Sponsored article on the EuroIA blog
- 3 social media shoutouts
- Dedicated thank you email sent to the EuroIA community
- Swag in goodie bags
- 1 ticket to the conference (permission to run giveaways)

GOLD - €5.000

- Booth at the conference
- 2 minutes spotlight talk before the main talks
- Dedicated slide shown throughout conference, logo on website, logo on all conference emails, and logo on conference lanyard
- Pop-up banner on stage
- Sponsored article on the EuroIA blog
- 5 social media shoutouts
- Dedicated "thank you from EuroIA" email sent to community
- swag in goodie bags
- 3 tickets to the conference (permission to run giveaways)

	Bronze	Silver	Gold
Booth at the conference	-		
On stage presence	-	-	2 minutes spotlight before the main talks
Logo placement	sponsor slide shown throughout conference	sponsor slide shown throughout conference and logo on website	Dedicated slide shown throughout conference, logo on website, logo on all conference emails, and logo on conference lanyard
Pop-up banner on stage	-	-	
Sponsored article on the EuroIA blog	-		
Tickets	1	1	3
Social media shoutouts	2	3	5
Dedicated "thankyou from EuroIA" email sent to community			
Swag in goodie bags			
	€ 2.500	€ 3.500	€ 5.000

Other sponsorship

opportunities

Add-ons that can be added to any package:

Evening drinks

Sponsor the drinks for our evening social event - an easy way to make friends!

€ 2.000

Networking lunch

Host a table at lunch - sparkling conversations and direct networking

€ 1.000

Morning run

Help to keep the people fresh - no obligation to actually run yourselves ;)

€ 1.000

Snacks in break "ice cream party"

Provide some snacks to the audience at any point during the conference.

€ 1.000

Contact & info

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EuroIA

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