

## Be a Sponsor of World Usability Day Berlin 2014!

Berlin is the capital city and the center of the world of German start-ups ("Silicon Alley"); we have a vibrant creative scene and many digital agencies. The Berlin World Usability Day is the largest World Usability Day of its kind in Germany: counting more than 600 participants in 2013 and offering an extensive and ambitious program featuring various simultaneous talks and workshops.

Involving economics and politics, we have international keynotes and welcoming speeches by leading political representatives. World Usability Day Berlin has its own website and social media presence. Our continuous and large number of website and facebook visitors represent the growing public interest.



Welcoming Speech 2013:  
Dr. A. Goerdeler (Ministerial Dirigent BMWi)  
(Picture S. Ellerbrock)



Keynote 2013:  
Stefan Moritz (Veryday, Stockholm, Sweden)  
(Picture S. Ellerbrock)



Welcoming Speech 2012:  
Secretary of State N. Zimmer  
(Picture G. Bittersmann)



Keynote 2012:  
K. Tzanidou, Google London  
(Picture G. Bittersmann)

The high level of satisfaction of all participants and supporters of World Usability Day Berlin shows that you as a sponsor will invest in a premier event which permits the targeting of decision makers in enterprises and excellent networking in an exceptional location. We are very happy to consult and welcome you as a sponsor of World Usability Day Berlin 2014!

## About World Usability Day

World Usability Day (WUD) was founded by the User Experience Professionals' Association (UXPA) in the year 2005. UPA (since 2012 UXPA) was founded in 1991 in the US; the German association, German UPA ([www.germanupa.de](http://www.germanupa.de)) exists since 2002.

World Usability Day is celebrated annually in November to promote the values of usability and user experience (UX) around the world, both as a profession and as a scientific subject. In 2011 the WUD hosted more than 40,000 visitors at 140 events in 44 countries. This year World Usability Day will celebrate its 10<sup>th</sup> anniversary. The event is free of charge.



Exhibit 2013: SimMed  
(Archimedes Exhibitions, Berlin)  
(Picture S. Ellerbrock)



Exhibit 2013: SimMed  
(Archimedes Exhibitions, Berlin)  
(Picture S. Ellerbrock)



Visitors 2013  
(Picture S. Ellerbrock)



Auditorium 2013  
(Picture S. Ellerbrock)

Organizers of the Word Usability Day Berlin are the regional group Berlin-Brandenburg of the German Chapter of the Usability Professionals' Association e.V. (German UPA) and regional partners representing economy and research. The themes of the WUD Berlin of past events are: Usability im Web 2.0 (2008), Probefahrt Usability – Profis und ihre Methoden erleben (2009), Mobile Communication (2010), Social Networks (2011), Digitales Bezahlen & Service-Design (2012). In 2013 the WUD Berlin had over 600 visitors with the theme „Designing for Health“. From these 600 visitors 35 % were inhouse professionals from different areas, 35 % worked in agencies, and 30 % came from universities.

*"We also had our fun on WUD and a huge amount of visitors at our booth. 600 participants are a great achievement and I have to say, in total it was a very successful and well organized event!"*

**Director of a Usability Software Agency**

*"My colleague was very enthusiastic about this year's WUD and had many interesting talks on site. As well in her name I want to thank you for the great and friendly cooperation. 2014 we will surely attend again."*

**Manager Communication in an HR Agency**

*"Many thanks again for the great organization. We liked it a lot and our visitors gave positive feedback to our booth as well."*

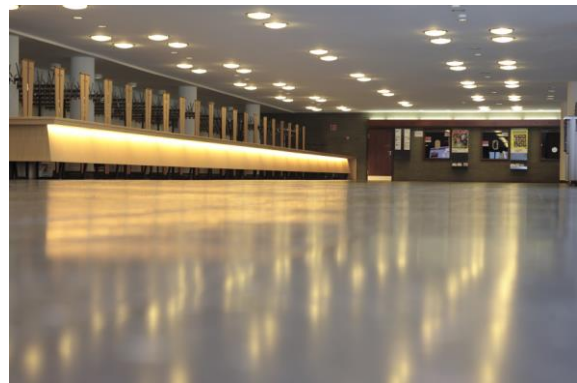
**Assistance to the Management of an Agency**

*"Saw on twitter nothing was as good and so spoken of as the Berlin event you guys put together - that was just perfect! Thank you for the invite - I really enjoyed it :)"*

**User Experience Researcher of an Enterprise in London**

## Location

The event will take place at Urania Berlin ([www.urania.de](http://www.urania.de)); a well-known centrally located event location with a long tradition. In the breaks before and after noon we offer hot and cold drinks and catering for free. The booths of our sponsors are in the catering area, so visitors are passing continuously for the duration of the event.



(Both pictures: Urania press office)

### Address:

Urania Berlin e. V.  
An der Urania 17  
10787 Berlin

### Transport Connection:

U-Station Wittenbergplatz: U1, U2, U3  
U-Station. Nollendorfplatz: U1, U2, U3, U4  
An der Urania: 106, 187, M19, M29, M46, N1, N2, N26



## Theme 2014: Engaging the User



### Involve: User Engagement

What can we learn from users? What is the advantage of engaging users continuously in the development process of products and services? How can human-centered design principles be applied successfully, even if projects are small or budgets are tight?

### Fascinate: Engaging Products & Services

How can products and services be designed, so users do not want to do without them? What fascinates users about products, apps, and services, so they really like to use these in their daily routine? What aspects of the usage successfully evoke users' emotions?

### Inspire: Social Engagement

What are innovative ways of collaboration, participation, and engagement offered by web communities? What inspired users to engage themselves for society, for other individuals, or for a specific topic? Does enhanced usability allow for more and effective social engagement?



Sponsor booth 2013  
(Picture S. Ellerbrock)



Sponsor booth 2013  
(Picture S. Ellerbrock)

## Your Engagement as a Sponsor of World Usability Day

We have prepared sponsoring packages for you. Starting at 500,- € (startups at 400,- € respectively) you can become a part of it! If you would like to present your company even more visible, e.g. with a booth in our sponsor lounge, we recommend to you one of our larger sponsoring packages beginning at 1.000,- €. Startups will receive a 20 % discount on each package! Platinum, the main sponsoring of World Usability Day Berlin, is exclusive and limited to one company. The price will be negotiated on demand and we will agree upon the services individually.

### Sponsoring Packages

|  | <b>Bronze</b><br>500,- € | <b>Silver</b><br>1.000,- € | <b>Gold</b><br>2.000,- €<br><small>Without booth<br/>1.500,- €</small> | <b>Platinum</b><br><b>Price upon request</b><br><small>Limited to one company</small>   |
|--|--------------------------|----------------------------|--|---|
| Logo on posters and flyers of the Berlin event   |                          |                            | ✓  | Individual agreement upon services  |
| Your name and link in the confirmation of registration   |                          |                            | ✓  |   |
| Booth in the sponsor lounge  |                          | ✓                          | ✓  |   |
| Logo and Link on <a href="http://www.wud-berlin.de">www.wud-berlin.de</a> and <a href="http://www.worldusabilityday.de">www.worldusabilityday.de</a> | ✓                        | ✓                          | ✓  | E.g. providing the event with your promotion materials, prominent booth, and many more! |
| Your name in the WUD Berlin social media channels  | ✓                        | ✓                          | ✓  |   |
| Presentation as sponsor at the event (at the beginning and in the end)   | ✓                        | ✓                          | ✓  |   |

➡ Startups receive a 20 % discount on each package!

**Contact us if you have questions or want to be a sponsor!**

**We are looking forward to you!**

**Sabrina Duda**

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