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worldusabilityday
leipzig | 2023

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World Usability Day

The World Usability Day, or WUD for short, is a worldwide conference that brings together usability professionals as well as representatives from industry, education and public institutions under a common motto: ensuring that services and products in our everyday lives are easier to access and use.

Organiser **IT SONIX**

We are an IT company that specialises in the development of customised software and the adaptation of standard software with 150 employees in the heart of Leipzig, Germany. In addition, we offer consultancy on processes and conduct research together with renowned universities. For the seventh year in a row, the User Experience Design Team of IT Sonix is organising the WUD.

Your WUD Team

Constanze Knospe, Sören Koch, Annika Richter

Review 2022

On 10 November 2022, we organized the sixth edition of the Leipzig World Usability Day. This time, the invitation was extended to the Design Offices in the centre of the city. The new-work atmosphere provided the ideal setting for the WUD



motto "Our Health". In six exciting and informative talks, an attractive keynote and two first-class workshops, the motto was approached from unusual perspectives with UX glasses. The spectrum of topics extended from biotechnology and movement analysis with AI to ethical issues and gender equality in the UX sphere.

Plans 2023

In 2023, our world is confronted with challenges like never before. Developments such as digital transformation offer not only dangers but also great potential and require the cooperation of different stakeholders to change things. This year's event location could hardly be a better fit for the current WUD motto "Collaboration and Cooperation". With so much history, the Paulinum Leipzig is perfectly suited for our WUD - in the middle of the city, at the centre of knowledge.

Together, we will turn our attention to the opportunities of digital solutions for overcoming complex challenges in exciting lectures and workshops. What contribution can UX make to the sustainable design of our world? The use cases are diverse and concern almost every possible digital interaction - not only among people. Since the advent of ChatGPT, the interaction of humans and AI is no longer just science fiction.

We will also be launching our Call for Participation very soon in order to offer our participants the powerful programme they have come to expect. In a world as fast-moving as ours, collaboration is the key to success. Even Michelangelo did not paint the ceiling of the Sistine Chapel alone.

SPONSORS

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Partner and Sponsor Packages

With one of the following packages (also combinable), you not only support our event, but also the region as an attractive IT location for research and innovation.

In addition, each package offers you unique advantages to increase the visibility of your company. By taking on a package, you are not committing to the organisation, but representing it.

Be part of this year's **WUD "Collaboration and Cooperation"** and set the foundations of a common and secure future with us!

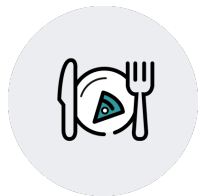
Partner



5000 €

Location

All-inclusive package: Slot in the welcome speech, short article on the WUD website, highly visible banner during the event



3500 €

Catering

Attractive banner at the event – positioned very visibly at the catering



1500 €

Catering

Attractive poster at the event – positioned very visibly at the catering



1500 €

Sound technology

Individual words of thanks by the moderation team on the day of the WUD event

Sponsor



850 €

Travel costs Speaker

Prominent involvement as a sponsor in communication in the search for speakers



750 €

Speaker gifts

Attractive presence on the gift as a sponsor



550 €

SwagBag

Attractive presence on our popular SwagBag



500 €

Print media

Effective presence in all print media with mention as sponsor

For all packages

Effective presence on the WUD website, the social media channels (Instagram, LinkedIn) as well as the German UPA website with the communication of the package selected

Naming at the WUD, in the program booklet, in the WUD presentation itself, addition of merchandise items from your company to our popular SwagBags



120 €

Organiser's liability insurance

Flyer at the entrance ... insured by (name of sponsor)

Interested? Then get in touch with us:

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