

# DESIGNING FOR DIGITAL 2018 IN AUSTIN, TEXAS & ONLINE AT DESIGNINGFORDIGITAL.COM



# DESIGNING FOR digital

## CONTACT

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## CONFERENCE OVERVIEW

Designing for Digital brings together professionals across user experience, design and strategy to design the future of libraries in the modern, digital world.

**We invite you to join us at UT-Austin's AT&T Executive Education & Conference Center for a design conference that aims to approach the library digital experience from a holistic point of view.**

We consider library services, physical layout, and overall strategy starting with a variety of users and use cases across these tracks:

**TOOLS & METHODS**

**UX IN PRACTICE**

**SERVICE & PHYSICAL DESIGN**

**TRENDS & EMERGING ISSUES**

## WHO ATTENDS?

User Experience professionals, web designers, managers, researchers, strategists, museum staff, designers, and librarians of all types meet at Designing for Digital to examine the current user's experience and design the future of cultural heritage organizations.

## FOR LIBRARIES & LIBRARIANS

Library users expect thoughtful, fast and helpful experiences when they enter a library or use library websites. Building on the information sciences background that all librarians have, D4D is an opportunity to learn from internationally known experts and UX library leaders to immerse yourself in user experience.

## DID YOU KNOW?

User experience and Design roles in libraries are integral to the success of the discovery and use of resources? Learn more about Designing for Digital at [designingfordigital.com](http://designingfordigital.com)

*" I like the smaller size and the networking opportunities — I got to meet people who do very similar work and share ideas and get inspired. "*

*" The variety of session topics, fabulous conference facility with great food, and co-located with ER&L. "*



## STATISTICS & DEMOGRAPHICS

D4D is a great opportunity to establish contact in libraries and museums working in user experience and design. The community is highly engaged, eager to give feedback, and ready to learn and network with their community.

### The community includes:

User Experience Librarian  
Webservices Manager  
Integrated Library Services Manager  
Web Application Developer  
Blended Learning Librarian  
Web Manager  
Director of Academic Technology  
Emerging Technologies Librarian  
Head, Member and User Services  
Head, Learning and Research Services  
Professor, Library and Online Learning  
Head of UX, Assessment and Collections

**9/10 attendees**  
rate the conference as excellent  
or very good overall

**9/10 '17 attendees**  
would recommend the  
conference to a colleague

90%

**8/10+ attendees**  
rated the presenters as  
excellent or very good

**8/10 attendees**  
say D4D is very or extremely unique

80%

**7/10+ attendees**  
indicate the conference is an  
extremely good value

70%

## SPONSORSHIP OPPORTUNITIES

### Premier Conference Sponsor \$5000

- Speaking spot on the program
- Attendee email list
- Digital Signage Placement at the ER&L/D4D Conferences
- Ad on Website
- Featured Blog Post on website
- Acknowledgement at Opening Keynote
- Company profile in Online Conference Program
- Company Logo on Conference Website

### Conference Sponsor \$1000

- Company Logo on Conference Website
- Ad on Website
- Digital Signage Placement at the ER&L/ D4D Conferences

### Other Sponsorship Options

**Sponsored Reception** \$7000

**Keynote Session** \$5000

**Attendee Tee Shirts** \$3000

**Attendee Grants** \$2500

**Lanyards** \$1500

**Company Logo on Attendee Program/ Badge** \$1000

" Very well organized. Every little detail was considered (loved the schedules in the badges and the snacks during breaks). It was small enough that you could ask questions and get one on one help in the workshops, which was nice. "

" There was a good variety of more advanced sessions and some more basic content, so it felt very approachable but I got a lot out of it. Keynote was amazing! "

" Really good balance of sessions and workshops with excellent variety. I also really appreciate the relatively small size. It's a terrific opportunity for networking. "

## RESERVE TODAY!

Contact [sandy@electroniclibrarian.org](mailto:sandy@electroniclibrarian.org)  
or 708-860-4007 to reserve.

