



DESIGNING FOR digital

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



" 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%

"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."



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

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- 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

“ 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 or 708-406-9811 to reserve.



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

CONTACT

Judy Siegel

D4D Conference Coordinator
ggjudy@gmail.com • 512-850-2520

Sandy Tijerina

ER&L Director
sandy@electroniclibrarian.org

Danielle Sell

Meeting & Event Planner
danielle@electroniclibrarian.org

