

## Sponsorship for World Information Architecture Day 2023

Conference Fri/Sat March 3-4, at the Volkshaus in Zürich

### What is Information Architecture?

The purpose of information architecture is to support people and organizations in making sense of information. With sense-making, we mean

- identifying relevant information
- **finding direction, orientation and overview**
- gaining a deeper understanding of a subject
- discovering new connections.

This year's global theme, [Orientation and Wayfinding](#), focuses on the second point. In a world in which humans suffer from misinformation, information overload, cognitive dissonance etc., getting one's bearings is fundamental.

### What is World Information Architecture Day?

[World Information Architecture Day](#) is an annual event to celebrate the practice and education of Information Architecture. On one day, locations around the world simultaneously come together to teach, learn, and shape the future of Information Architecture.

### World Information Architecture Day in Zürich

2023 will be the 9th edition of [World IA Day in Zürich](#). The sponsoring contributions will mainly be used to cover the costs of the venue and the speakers as well as the recording, transcription and distribution of the talks. Attendees will only pay a nominal fee to cover a part of the cost of food and beverages. The organization is entirely volunteer-run.

## What's new in 2023?

WIAD Switzerland is back as an in-person event! For the first time, it will take place at the [Volkshaus](#) in the heart of the city.

We are partnering with IxDA for [Interaction Week 2023](#). This conference is also taking place in Zürich, the week prior to WIAD. We are planning to mingle the two communities in evening events and workshops, and to give access to WIAD attendees to a one-day ticket to the Interaction conference. We will also cross-promote each others' events.

Our local keynote speaker and workshop facilitator, [Alastair Somerville](#) from the UK, is an internationally renowned specialist on the global theme of [Orientation and Wayfinding](#) in physical, virtual and temporal environments. He creates inclusive designs for global brands and public organizations. Besides our local program, he will also teach an [online-workshop for the global WIAD community](#) a few days later.

## WIAD Zürich 2023 Sponsorship Packages

### Gold package (CHF 2'500.-)

The package includes

#### Tickets

- 3 free workshop tickets (Friday)
- 1 free fondue dinner after workshop (Friday)
- 5 reserved seats for conference (Saturday)

#### Publicity

- Display of information material and/or rollup in the lobby of the venue (material to be provided by you)
- Display of company logo on World IA Day Zürich 2023 website and newsletter
- Digital advertising via social media and event calendars
- Display of logo and mention in presentations

### Silver package (CHF 1'000.-)

The package includes

#### Tickets

- 1 free workshop ticket (Friday)
- 2 reserved seats for free conference (Saturday)

#### Publicity

- Display of information material and/or rollup in the lobby of the venue (material to be provided by you)
- Display of company logo on World IA Day Zürich 2023 website and newsletter
- Digital advertising via social media and event calendars
- Display of logo and mention in presentations

# WORLD IA DAY 2023

LOCAL CONNECTIONS. GLOBAL IMPACT.

## **Bronze package (CHF 500.-)**

The package includes

### Tickets

- 1 reserved seat for free conference (Saturday)

### Publicity

- Display of company logo on World IA Day Zürich 2023 website and newsletter
- Digital advertising via social media and event calendars
- Display of logo and mention in presentations

No VAT applies to the sponsorship contributions.

## **Contact**

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