WORLD IA DAY 2024
LOCAL CONNECTIONS. GLOBAL IMPACT.
ZÜRICH, SWITZERLAND

Sponsorship for World Information Architecture Day 2024

Conference Fri/Sat March 8-9, 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.

For all of these activities, the context - both that of the user processing information and that in which the information is embedded - is crucial. Therefore, this year's global theme is Context .

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 2024 in Zürich

2024 will be the **10th anniversary** of World IA Day in Zürich. Our workshops will be given by Sönke Ahrens on the topic ofHow to Take Smart Notes, and Roland Siegenthaler on visualizing the essence of an idea. Sönke will also deliver the keynote, and Roland will take sketch notes of the conference.

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.

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WIAD Zürich 2024 Sponsorship Packages

Gold package (CHF 2'500.-)

The package includes

Tickets

- 2 free workshop tickets (one for each workshop on Friday)
- 1 free dinner after workshop (Friday)
- 5 free seats for conference (Saturday)
- 3 free job-postings or teasers for continuing education on the Freshjobs and WIAD Zürich websites (08.01.–31.03.2024)

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 2024 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

- 3 free seats for conference (Saturday)
- 2 free job-postings or teasers for continuing education on the Freshjobs and WIAD Zürich websites (08.01.–31.03.2024)

Publicity

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Bronze package (CHF 500.-)

The package includes

Tickets

- 1 free seat for conference (Saturday)

Publicity

- Display of company logo on World IA Day Zürich 2024 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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