



World Information Architecture Day 2015

February 21, 2015 in Zürich

What is Information Architecture?

Information Architectures (IA) are structures that we use to make sure that the information people need is easy to find and to understand. So when you use a website, a mobile application or go into a store and you can find what you need and everything makes sense, that means the information architecture is doing its job.

What is the World Information Architecture Day?

World Information Architecture Day (WIAD) is about bringing the information architecture community together. We're fostering links within the local communities and on a global scale. We're sharing information, ideas, and research. And we're doing it through unconventional, exciting, and engaging IA events next February under the motto «Architecting Happiness». We are a free event, open and accessible to the public.

World IA Day is the flagship event of the Information Architecture Institute (IAI), an organization with over 1'400 members, 11'000 followers on Twitter, 7'600 members of the IAI LinkedIn group and nearly 4'000 newsletter subscribers.

More infos

www.2015.worldiaday.org

Find us on twitter: [@WIAD_Zuerich](https://twitter.com/WIAD_Zuerich)

Why you should sponsor IA Day in Zurich

The IA Day will be celebrated for the first time in Zurich. The event is hosted by the Neue Zürcher Zeitung NZZ and will feature international and national speakers. It will be broadcasted live from Zurich, in connection with the other IA Day events happening at the same time across the globe.

With digital information spreading to ever more devices and growing at rocket speed, the importance of understanding what users need and translating it into understandable and enjoyable digital spaces is crucial. By supporting this event, you will

- get to know some of the leading experts in this field
- increase contacts to potential partners, applicants and customers
- position your brand as a pioneer and leader in the area of IA.

We are expecting around 100 professionals, particularly information architects, user experience designers, content strategists, journalists, librarians, developers and other business leaders, scholars and students interested in learning about and discussing IA.

What you can sponsor

Reimburse a Speaker

Help us to pay for an internationally renowned speaker to make our first World Information Architecture Day in Zurich a unique experience and attract a large audience. The speaker you assist will thank you personally on stage that day and feature your logo on their thank you slide for the world to see.

Host a Coffee Break

Buy everyone a cup of coffee or tea and a snack. Our local team will personally thank you in opening and closing remarks. We will also mention your brand on our social media accounts leading up to the event.

Audio Visual, Streaming and Post Production

Help us to make our live broadcasting more than just a slide show. Donate to the cost of live video production and for maintaining the videos on our website.

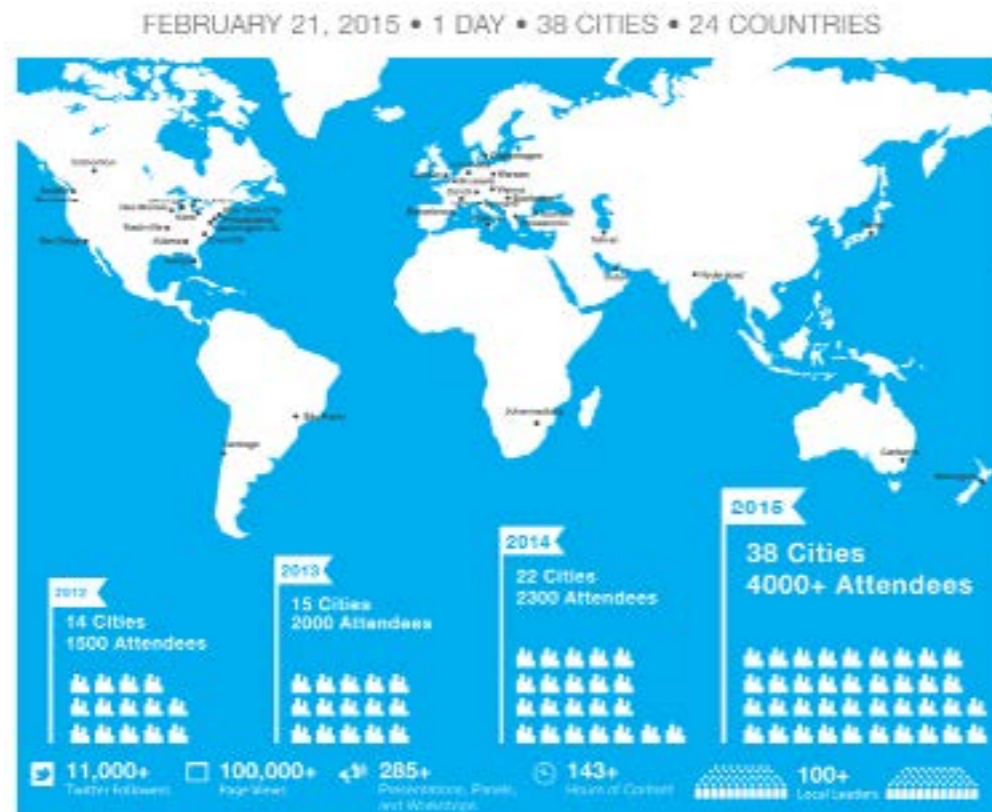
Contact

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