



# CENTRE STAGE

10. 20. 2018

FANSHAWE COLLEGE  
OXFORD CAMPUS



# Why ‘UX Centre Stage’?

Tons of work goes into great UX – a User’s Experience as they interact with a product.

Just like a stage performance, many things go on behind the scenes to make it successful. We’re pulling back the curtains to reveal the methods, techniques and roles involved. By bringing UX Centre Stage, we are spotlighting what it takes for companies to be user-centric.

Listen to UX professionals from different cities, disciplines, and industries in roles that all fall under the large umbrella that is UX.

Hear from these UX experts about the methods they use, their successes and failures, and advice on how to succeed in their particular role.



Want to see what we accomplished last year?  
Check out [ltux.ca](http://ltux.ca)

# We're bringing UX front and centre!

## For beginners to experts interested in User Experience

Our purpose is to spotlight the various roles involved in UX (User Experience) and encourage new connections within the community.

We want London to be seen as a city that values design, tech and UX with a focus on diversity.



**COST** \$40 (early bird), \$65 (regular price)

**WHERE** Fanshawe College, Oxford Campus

**WHEN** Saturday, October 20, 2018

### AGENDA

8:00am - 8:45am *Registration (refreshments)*

8:45am - 9:00am *Introductions*

9:00am - 10:00am *Keynote Speaker, Joe Natoli*

10:00am - 11:00am *Speaker*

11:00am - 11:15am *break*

11:15am - 12:15pm *Speaker*

12:15pm - 1:30pm *Lunch (provided)*

1:30pm - 2:30pm *Speaker*

2:30pm - 3:30pm *Speaker*

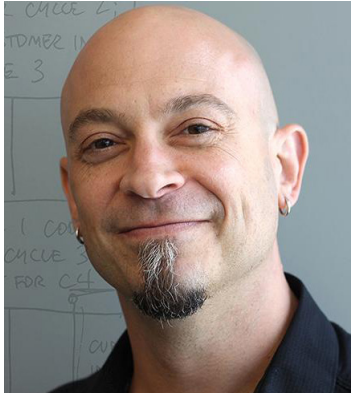
3:30pm - 3:45pm *break*

3:45pm - 5:00pm *Panel discussion*

5:00pm - 5:30pm *Wrap-up and give aways*

5:30pm - 6:30pm *Social (refreshments)*

# Keynote Speaker – Joe Natoli



**Joe Natoli** is a UX consultant, author and speaker. Everything he does is born from nearly three decades of consulting with and training the UX, design and development teams of some of the world's largest organizations.

Every aspect of his training and consulting approach revolves around one single, critical idea:

**Great UX isn't the result of what you do with your hands — it's the result of how you use what's between your ears.**

That's the core of what **more than 90,000 students** have learned in Joe's online training courses, workshops and live events: that taking a strategic approach to UX is the only way to make it deliver on the promise it holds.

**Change the way you THINK about the design and development decisions you make and you take the first step to infusing great UX into everything you do.**

Whether you're a UXer, Designer or Developer, Joe's mission is to help you succeed — by providing a clear, simple alternative to the needlessly complex advice littering the Internet.

## **UX Articles, Courses and Freebies:**

[Website, Blog + FREE eBooks](#)

<http://www.givegoodux.com/blog/>

[Online UX Training](#)

<https://learn.givegoodux.com/>

[LinkedIn](#)

<https://www.linkedin.com/in/joematoli/>

# Why sponsor UX Centre Stage?

Sponsoring this event gives your brand the chance to make a positive impact on London's tech hub by fostering a diverse and supportive digital community.

## Connections

You will have the chance to meet with talented local designers, developers, students and other professionals working in the STEAM, design and UX fields.

## Community

By getting involved with this event, you'll be seen as a leader in London's digital, tech and UX scene.

## Reach

This event offers an opportunity to reach out to local professionals as well as groups from Kitchener/Waterloo to Detroit, Michigan.

## Unique

This day-long event begins with five speakers followed by a panel discussion and finishes with a social, making this an experience that stands out from other events.

# Sponsorship Opportunities

Packages*	<del>Filled by Mobials</del> <del>Platinum</del> \$3500 (only one)	Gold \$1250	Silver \$750	Bronze \$500
Spotlight UX female invited to be a panellist. Success story on website and in program	●			
Listed on all marketing collateral as Platinum	●			
Space for corporate booth (book by Sept. 21)	●	●	●	
Number of free tickets for conference	6 (\$390 value)	4 (\$260 value)	2 (\$130 value)	1 (\$65 value)
Logo on event website, in blog post and in program	●	●	●	●
A minimum of social media mentions	12	9	6	3
Logo on sponsors signs	+ 2 large signs	+ 1 large sign	●	●
Logo on screen during registration and lunch (on sponsors slide)	Up to 4 dedicated slides	2 dedicated slides	1 dedicated slide	●
Promotional materials on tables or in swag bags – Prizes given at Wrap-up	●	●	●	●

\*LTUX is an all volunteer nonprofit group. Funds not used for costs incurred for this event will be used for Meetup membership and events.

**Patrons** (services valued \$150 to \$499) – Listed as text on our event website & program with a minimum of 1 social media mention. **Prizes valued over \$500** will be considered a Bronze sponsor, minus the free conference ticket. **Examples of services:** photography, printing of posters and programs, or providing a prize, etc. Contact us to discuss other possible services needed.

– Any approved stickers, brochures and/or promotional materials donated will be included on tables or in swag bags. –

# About Ladies that UX

Ladies that UX (LTUX) started from a bold idea in September of 2013 at a Manchester bar and has grown to international meet ups for enthusiastic UX professionals across the world.

Now operating in over 55 cities, with 4.1K members on LinkedIn and a combined total of over 10K followers on twitter we are creating a global movement that empowers women in their roles.

## Ladies that UX Global Mission

To create a welcoming and collaborative community of inquisitive women, that aim to push the boundaries and promote women in UX.



Ladies that UX - London has **560** members and growing by the day!

**Ladies that UX - London** is an informal get together of talented and intelligent women and men. Monthly meetings focus on building relationships, both professional and personal, with others in the UX, design, and tech community and finding the support and encouragement you need over snacks and drinks. This Meetup is open to EVERYONE!



# Partners, Speakers, and Topics

## Women in Communications & Technology (WCT)

### International Women's Day – Press for Progress

Speakers included Holly Painter, Kate Young, and Lynn Smurthwaite-Murphy. These incredible women shared their stories and key learnings in and out of the boardroom.

## Diversity in Tech London

### Diversity in Tech – Understanding Where We Are

Panellists, Victor Harris, Diana Caballero, and Chantelle Wilder (moderated by Dan Towers) discussed the changing face of diversity within the technology industry in our city.

## Front-end Development Meetup

### Hands-on Web Accessibility

For GAAD (Global Accessibility Awareness Day), Scott Blinch discussed accessibility requirements. He reviewed sites submitted by attendees and demonstrated the steps to improve accessibility.

## 2017 UX Centre Stage Speakers

**Kate Wilhelm**, Desire2Learn Corp. - Kitchener/Waterloo

**Susan Simon Daniels**, Oracle | Netsuite - K/W

**Hida Behzadi**, London Life - London

**Jennifer Pretti**, Thalmic Labs - K/W

**Sarah Cole-Megaro**, Digital Extremes - London

**Emily Mahood Bowman**, General Motors - Detroit, MI

**Roxana Galusca**, Thomson Reuters - Detroit, MI

Conference sessions included presentations on landing a User Experience role, integrating UX throughout a product's development life cycle, the role of the design strategist, building a design language, UX in video game art, mapping customer experiences, and the ethics of researching and designing for disabilities.

We work with uxWaterloo, Detroit UX, Ladies that UX – Detroit, and Ann Arbor A11y to stream their presentations in London and share ours with them too. Anova is our charity of choice.



Interested? We would love to hear from you!

**Please contact Donna Todd**  
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