



# DD4D

**DATA DESIGNED FOR DECISIONS**

ENHANCING SOCIAL, ECONOMIC AND ENVIRONMENTAL PROGRESS

A JOINT IIID AND OECD CONFERENCE, PARIS 18-20 JUNE 2009

**Opportunities**



## Communicate with Very Interesting People

from Austria, Australia, Brazil, Canada, Italy, Denmark, France, Germany, Iceland, India, Italy, Mexico, Slovenia, Sweden, Switzerland, Taiwan, The Netherlands, United Arab Emirates, UK and USA.

### **Talk about decision making with:**

economists, statisticians, designers, psychologists, sociologists, innovators and analysts about application areas such as health, social networks, sustainability, education, safety, public transport, the media, business and design.

### **Meet speakers and participants from:**

**Government departments** – Italian Ministry for Economic Development, Australian Tax Office, The French Institut for Design, Paris Developpment ...

**Research Institutes** – National Security Research USA, National Centre for Visual Analytics Sweden, Socio-economic Indicators Center Slovenia, New Economics Foundation UK, H-STAR institute Stanford University, EFD ...

**Radio, print and online media** – Austrian National Radio (ORF), The Economist, Etapes ...

**NGOs** – International Rescue Committee, Global Peace Index, UN Environment Programme, Gapminder Foundation, FING, OECD, IID ...

**Universities** – from Berkley to Taiwan, from Oslo to the United Arab Emirates, from ENSAD to ENSCI ...

**Business** – pioneers in communication and information design, usability and user experience design, IT-specialists, innovation strategists ...

Use this conference to connect, interact, learn and extend your reach.

For your partner registration  
please contact:

[martin.foessleitner@dd4d.net](mailto:martin.foessleitner@dd4d.net)  
+43-6991-5269190

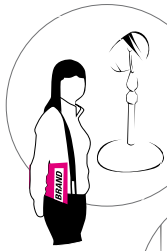
Welcome to DD4D.

## Co-Branding

- 1 Join the partnership of IID and the OECD for a unique performance in 2009 from Paris to Busan



## Enabling content



- 2 Support the entire conference,
- 3 one of the finding / telling / living stories
- 4 or a specific session or workshop



## Present your publications

- 5 and highlight them at the conference bookshop



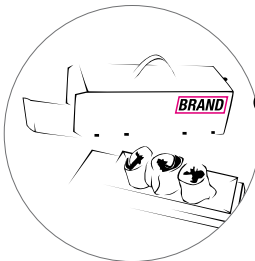
## Contribute to personal wellbeing and dialogue



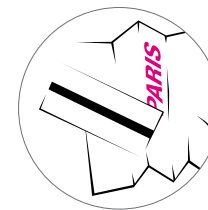
- 6 Host the conference reception



- 7 Add your souvenirs to the
- 8 DD4D matchbag



- 9 Offer lunch in a smart box – with your message



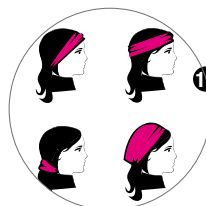
- 10 Move the participants by public transport.



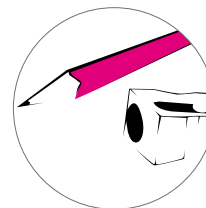
- 12 Chill out with your branded bottles in a hot Paris summer



- 11 Serve coffee and chocolate



- 13 Keep a cool head with the versatile BUFF headwear



- 14 Get to the point with a conference pencil and sharpener

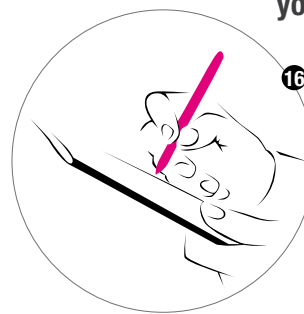


**Invite your customers to Paris**



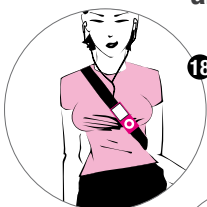
**15** Provide insights into state of the art thinking while enjoying a fantastic weekend in Paris

**Treat your employees**



**16** to mixing inspiration with pleasure by participating at DD4D

**Next generation - support young blood and go for**

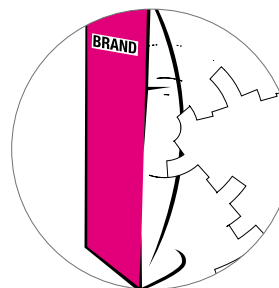


**18** student partnerships and



**19** volunteers' fundings

**Tell YOUR Story**



**17** and go for an exhibition during the conference breaks

Make your organisation, company or university visible and touchable, present and share your projects, visions and ideas



**20** any other ideas how DD4D could work for you?

### Co-Branding

- |          |   |          |
|----------|---|----------|
| <b>1</b> | Join the partnership of IID and the OECD for a unique performance in 2009 from Paris to Busan, including 10 tickets | 40.000,- |
|----------|---|----------|

### Enabling content

Make your organisation, company or university visible and touchable, present your projects, visions and ideas.  
 Special announcements during the conference, presentation of your project(s).

- |          |  |          |
|----------|--|----------|
| <b>2</b> | Support the entire conference, including 5 tickets,                | 20.000,- |
| <b>3</b> | one of the finding / telling / living stories, including 3 tickets | 10.000,- |
| <b>4</b> | or a specific session or workshop, including 2 tickets             | 5.000,-  |

### Present your publications

- |          |   |         |
|----------|---|---------|
| <b>5</b> | and highlight them at the conference bookshop | 2.000,- |
|----------|---|---------|

### Contributing to personal wellbeing and dialogue

- |           |   |          |
|-----------|---|----------|
| <b>6</b>  | host the conference reception                             | 10.000,- |
| <b>7</b>  | add your souvenirs to the                                 | 1.000,-  |
| <b>8</b>  | DD4D matchbag   | 3.000,-  |
| <b>9</b>  | Offer lunch in a smart box with your message, per day     | 5.000,-  |
| <b>10</b> | Move the participants by public transport                 | 4.000,-  |
| <b>11</b> | Serve coffee and chocolate, per break                     | 2.500,-  |
| <b>12</b> | Chill out with your branded bottles in a hot Paris summer | 3.000,-  |
| <b>13</b> | Keep a cool head with the versatile BUFF headwear         | 4.000,-  |
| <b>14</b> | Get to the point with a conference pencil and sharpener   | 1.500,-  |

### Invite your customers to Paris

- |           |   |                          |
|-----------|---|--------------------------|
| <b>15</b> | Provide insights into state of the art thinking while enjoying a fantastic weekend in Paris. Make use of three tickets for the price of two and we will assist you with a special guided tour | package price by request |
|-----------|---|--------------------------|

### Treat your employees

- |           |  |  |
|-----------|--|--|
| <b>16</b> | to mixing inspiration with pleasure by participating at DD4D. Make use of three tickets for the price of two |  |
|-----------|--|--|

### Tell YOUR Story

- |           |  |       |
|-----------|--|-------|
| <b>17</b> | and go for an exhibition during the conference breaks. Up to 12 banners, 220 cm x 60 cm each, per banner and break | 250,- |
|-----------|--|-------|

### Next generation - support young blood and go for

- |           |                                   |         |
|-----------|-----------------------------------|---------|
| <b>18</b> | student partnerships, per student | 700,-   |
| <b>19</b> | volunteers funding, per volunteer | 1.200,- |

- |           |  |  |
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| <b>20</b> | Please let us know your requests and ideas, thank you. |  |
|-----------|--|--|

All partnerships will be listed on the website, in the conference-program and conference documentation.



# IIID

**International  
Institute for  
Information  
Design**

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Austria, Europe.

03/2009