

RESILIENCE

EPIC2022 AMSTERDAM

OCT 2–6 NETWORKING & LEARNING (ONLINE)
OCT 9–12 MAIN PROGRAM (AMSTERDAM)

“EPIC is a strategic asset for our business because it offers us a leading community of human-centered business thinkers to tap into and provides a wide range of learning experiences for our people.”

DONNA FLYNN

Vice President, Global Talent, Steelcase

EPIC2022

The premier international conference on ethnography in business

CONFERENCE THEME: RESILIENCE

Resilience is the ability to learn, adapt and evolve with adversity and changing conditions.

Current health, climate, and social transformations foreground questions of who should flex, resist, or adapt; and what should be restored, abandoned, or reinvented.

Resilience invites us to examine and enhance the ways organizations, products, services, communities, and our own work can be designed to learn, adapt and evolve.

SPONSORSHIP

Sponsoring EPIC makes a powerful statement about your organization's commitment to human-centered research, innovation, and product development.

EPIC2022 sponsors have exceptional opportunities to demonstrate leadership, showcase capabilities and brands, recruit and network with leading researchers, strategists, and designers. Join us!

EPIC advances the practice of ethnography to create value in industry, organizations, and communities. EPIC people hail from every industry and sector: Fortune-500 companies and start-ups, management consultancies and design studios, universities, nonprofits and governments. Through year-round programming, we draw on the immense expertise of our global community to learn, network, and grow as professionals.

EPIC IS A 501(C)3
NONPROFIT ORGANIZATION

CORE SPONSOR PACKAGE

EPIC2022 is happening on the ground in Amsterdam *and* online, giving sponsors exceptional brand visibility and close engagement with conference attendees for 10 days—hosting sessions, recruiting, networking, and exhibiting. Through EPIC’s communication channels and blog, sponsors also enjoy sustained connection to our wider community, around the world.

All sponsors receive the following benefits:

BRAND VISIBILITY

- EPIC2022 website
- digital event platform
- on site in Amsterdam
- email newsletters
- frontmatter of published *EPIC Proceedings*

RECRUITING

Receive a list of EPIC members who opt into sharing their contact information & portfolio with you.

EXHIBIT TABLE

Sponsors are showcased at our festive Opening Reception in Amsterdam. A centrally located table* and power are provided.

VIRTUAL EXHIBIT

A dedicated space on our event platform to share multimedia materials and highlight your organization, principals, recruiters, open positions, products and services, or anything else you want to showcase.

CUSTOM SESSION

An online event during Learning & Networking week, designed by you. Host a presentation, recruiting session, meet & greet, product demo...your choice.

PERSPECTIVES ARTICLE

Publish in our blog during the highest-traffic period on our site. Editorial guidelines apply.

*Standard table is 2'x3'. Larger tables can be arranged for an additional fee.

TIER BENEFITS

SILVER (\$5,000)

Core sponsor package plus:

- 1 on-site registration

GOLD (\$10,000)

Core sponsor package plus:

- 2 on-site registrations
- Networking session branding:

Your organization is highlighted in the program, schedule, and live session introduction

PLATINUM (\$20,000)

Core sponsor package plus:

- 4 on-site registrations
- Livestream branding
- Plenary introduction

Day 2 of the Main Program opens with an introduction of your representatives from the plenary stage in Amsterdam

- Custom plenary session

Design & host a special plenary panel during Learning & Networking Week (online, Oct 2–6)

2022.epicpeople.org sponsorship@epicpeople.org

EPIC2022 Venue:
Felix Meritis (center)

