2018 SPONSOR PACK

WHY THE WORLD NEEDS ANTHROPOLOGISTS 2018

Designing the Future
Become a partner of the main European event for promoting the value of anthropology in design and industry!

Design a human centered future with us!
1. WHAT IS WWNA 2018?

Why the World Needs Anthropologists (WWNA) is an annual event that takes place in 2018 for the sixth time, this year at Lisbon, Portugal, on 26-27 October 2018.

The event aims to establish new connections between industry, business, anthropologists, and designers.

It will provide a great opportunity for promoting your business throughout the vision of sustainability.

In addition, you might even become the favourite employer of new talents!
KEY FACTS ABOUT WWNA2018

- **500** Attendees, from junior to senior, to upper management
- **8** Workshops, half-day and all hands-on
- **30** Countries from 4 different continents represented in the audience
- **26** Talks to inspire and spark applied anthropology debates
- **7** Speakers, most of them published author or world renown experts
- **+15** Speed talks PechaKucha
OUR SPEAKERS

We signed up a fantastic range of anthropology industry and knowledge leading speakers, most of them published authors or world renown experts. Their fields of expertise span across the entire range of disciplines under the Applied Anthropology umbrella.

Such an outstanding set of anthropology leading speakers is not usually found in European Conferences, forcing most people to fly over to the United States, with all of the paperwork and added expenses in travel and accommodation. WWNA is the most cost-effective way for companies to train their anthropologists teams.
MIGUEL VALE DE ALMEIDA
Professor of Anthropology at ISCTE-University Institute of Lisbon

Miguel Vale de Almeida is Professor of Anthropology at ISCTE-University Institute of Lisbon and Researcher at CRIA – Center for Research in Anthropology. With research in Portugal, Brazil, Spain, and Israel/Palestine, his work has focused on gender and sexuality, as well as on ‘race’ and ethnicity, and postcolonialism.

He published several books, two of which in English: The Hegemonic Male, on masculinity, and An Earth-Colored Sea, on Portuguese colonialism and postcolonialism in Portuguese-speaking countries. His latest book, in Portuguese, is A Chave do Armário, on issues of same-sex marriage and family.

As an LGBT rights’ activist, he was a member of Portuguese Parliament, instrumental in the passing of the same-sex marriage and gender identity laws.

DAN PODJED
ZRC SAZU / EASA Applied Anthropology Network

Dan Podjed is an applied anthropologist with 15+ years’ experience in ethnographic research, project management, and university teaching. Co-founder of EASA Applied Anthropology Network and Why the World Needs Anthropologists. Devoted to developing people-centred and environmentally responsible services, products and IT solutions.

Loves spending time with his family, playing board games with friends, having an evening chat with strangers, and singing revolutionary songs with anyone interested.
José Manuel dos Santos is a designer, thought leader and a passionate entrepreneur. He is a holder of MA in Industrial Design from Central Saint Martins College of Art and Design (UK) and an Executive MA in Product Design and Development from the Northwestern University (USA).

Having over 20 years of experience in design and design management, his career started in Portugal in 1989 as an industrial designer. To date he has formed and sold two product design companies. In 2016 José joined Philips Lighting as their Head of Design and User Experience for Americas.

Anna Kirah is an internationally respected design anthropologist and psychologist known for pioneering the people-centric approach to innovation and change management. Her passions are co-creation and working with “transdisciplinary” teams.

Anna believes that creating meaningful, relevant, desirable and sustainable products, services and organisational changes happen only by understanding people’s motivations and aspirations and utilising this knowledge to solve challenges together with the people we serve.

Anna returned to Norway in 2010 where she has her own consultancy, teaches at the Oslo Metropolitan University and is the Managing Director of Design without Borders.
**ALISSE WATERSTON**  
*Presidential Scholar at CUNY*

Alisse Waterston is Presidential Scholar and Professor of Anthropology, City University of New York, John Jay College of Criminal Justice, and immediate past-President of the American Anthropological Association. Prior to her faculty appointment, Dr. Waterston was President, Surveys Unlimited, the social, cultural and ethnic consumer research division of Horowitz Research (1992-2003). She is the author of numerous articles and books, including *My Father’s Wars: Migration, Memory and the Violence of a Century* (2014) and most recently *Gender in Georgia: Culture, Nation and History in the South Caucasus* (2017).

**SARAH PINK**  
*Distinguished Professor at RMIT University*

Sarah Pink is a Distinguished Professor at RMIT University, Australia. Her research focuses on emerging technologies, automated futures and design for wellbeing. Originally trained as an anthropologist, her research is interdisciplinary and international.

Jamer Hunt collaboratively designs open and flexible programs for participation that respond to emergent cultural conditions. He is the Vice Provost for Transdisciplinary Initiatives at The New School, where he was a founding director (2009-2015) of the graduate program in Transdisciplinary Design at Parsons School of Design. He is also Visiting Design Researcher at the Institute of Design in Umea, Sweden.

With Paola Antonelli at the MoMA he was co-creator of the award-winning, curatorial experiment and book Design and Violence (2013-15), as well as collaborating on the HeadSpace: On Scent as Design and The Design and the Elastic Mind symposium. He is the co-founder of DesignPhiladelphia, the country’s largest design week and one of Fast Company’s “Most Creative People...Inspiring Leaders [who] are Shaping the Future of Business in Creative Ways.”

He has published over twenty articles on the poetics and politics of design, including for Fast Company and the Huffington Post, and he is co-author, with Meredith Davis, of Visual Communication Design. He is currently completing a book manuscript on scale, complex systems, and the unruliness of everyday experiences.
1/BRAND EXPOSURE
WWNA is globally recognized as one of the top events in the applied anthropology for industry and the largest in Europe, gathering great attention from the media.

2/INCREASE SALES
Your brand will be showcased to top applied practitioners and decision makers, leading to increased sales and recognition in this growing industry.

3/RECRUIT NEW TALENT
With 500 attendees from over 30 countries, from junior to senior practitioners, it's a great opportunity to hire fresh new talent for your growing team.
## TYPES OF PACKAGE SPONSORSHIP PACKS WWNA 2018

<table>
<thead>
<tr>
<th></th>
<th>PREMIUM</th>
<th>GOLD</th>
<th>SILVER</th>
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</thead>
<tbody>
<tr>
<td><strong>SPACE CONDITIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch</td>
<td>YES (4 persons)</td>
<td>YES (2 persons)</td>
<td>YES (1 person)</td>
</tr>
<tr>
<td>Speedtalk (PechaKucha)</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Hotspot stand</td>
<td>YES (premium position, larger area)</td>
<td>YES</td>
<td>–</td>
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<tr>
<td>Career breakfast</td>
<td>YES</td>
<td>–</td>
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<tr>
<td>Social program</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td><strong>SPONSORS VISIBILITY</strong> (announced by category: premium, gold, silver)</td>
<td></td>
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<tr>
<td>Logo on the website</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Advertising on social media</td>
<td>YES (3 posts)</td>
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<td>YES (1 post)</td>
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<tr>
<td>Logo on all conference printed materials</td>
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<td>YES</td>
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<tr>
<td>Final report</td>
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<tr>
<td>Logo on the screen</td>
<td>YES (highlighted)</td>
<td>YES</td>
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<td>On-stage introduction</td>
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<td>Roll-up on the main stage</td>
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<td>–</td>
<td>–</td>
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<tr>
<td>Promotion items on registration desk</td>
<td>YES</td>
<td>–</td>
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</tr>
</tbody>
</table>

| **1.200€+VAT** (4 available) | **500€+VAT** (6 available) | **300€+VAT** (10 available) |

Gold and Premium sponsorships enable your company to have a stand at the Design Hotspot, i.e. a fair-like event and the main communication point of the event, where people establish new professional connections at exhibition stands. With the Silver, you can hold a speech at PechaKucha’s speed talks and gain visibility during the event. The premium sponsor will even have a privilege to be part of a private breakfast with a pre-selection of our organisers, partners, sponsors and participants.
5. THE VENUES

WWNA2018 will be strategically displayed in two different sites located in Lisbon center.

For the first day of the conference we booked a renowned museum facing a spectacular view on the river Tagus.

The presentations of international speakers will take place in a large auditorium to accommodate up to 350 people, the Hotspot stands will be staged in a large room filled with natural light, opening to a spectacular outdoor balcony.

The second day workshops will be located in the University Center of ISCTE, with all amenities for wifi and connected coworking.
3. CONTACT INFO

✉ easa.applied.anthropology@gmail.com

🌐 https://www.applied-anthropology.com