



2018 SPONSOR PACK

WHY THE WORLD NEEDS
ANTHROPOLOGISTS
Designing the future



2 DAYS OF TRAINING AND INSPIRATION FOR APPLIED ANTHROPOLOGISTS PROS

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!



what is

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

2.

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

3.

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.

speakers



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.

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.

JOSE MANUEL DOS SANTOS

Head of Design & User Experience - Americas at Philips Lighting



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

Managing Director at Design Without Borders



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.

Selected recent books include: *Uncertainty and Possibility* (2018), *Anthropologies and Futures* (2017), *Theoretical Scholarship and Applied Practice* (2017), *Making Homes* (2017) and *Digital Materialities* (2017)

JAMER HUNT

Vice Provost for Transdisciplinary Initiatives at The New School



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 Scents 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.





4. WHY SPONSOR WWNA?

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.

why sponsor

TYPES OF PACKAGE SPONSORSHIP PACKS WWNA 2018

	PREMIUM	GOLD	SILVER
SPACE CONDITIONS			
Lunch	YES <i>(4 persons)</i>	YES <i>(2 persons)</i>	YES <i>(1 person)</i>
Speedtalk (<i>PechaKucha</i>)	YES	YES	YES
Hotspot stand	YES <i>(premium position, larger area)</i>	YES	–
Career breakfast	YES	–	–
Social program	YES	YES	YES
SPONSORS VISIBILITY <i>(announced by category: premium, gold, silver)</i>			
Logo on the website	YES	YES	YES
Advertising on social media	YES <i>(3 posts)</i>	YES <i>(2 posts)</i>	YES <i>(1 post)</i>
Logo on all conference printed materials	YES <i>(highlighted)</i>	YES	YES
Final report	YES	YES	YES
Logo on the screen	YES <i>(highlighted)</i>	YES	YES
On-stage introduction	YES	YES	YES
Roll-up on the main stage	YES	–	–
Promotion items on registration desk	YES	–	–
	1.200€+VAT <i>(4 available)</i>	500€+VAT <i>(6 available)</i>	300€+VAT <i>(10 available)</i>

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.

Venues

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

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contact



