

DTUX Summit 2024 Sponsorship Opportunities

Join Us in Shaping the Future of Design and Innovation

The DTUX Summit 2024 this August 30, 2024 is a landmark event, marking the first time this prestigious conference ventures beyond its traditional Singaporean borders. Organized by the Ateneo Business Resource Center (ABRC) in collaboration with the Ateneo Intellectual Property Office (AIPO) and Singapore Polytechnic International (SPI), this year's summit promises to be an immersive experience exploring the theme: **"Sustainable Futures: Designing for Tomorrow through Humanity-Centric Innovation."**

As we prepare to host this momentous occasion at the Ateneo de Manila University in the Hyundai Hall in the Areté on August 30th, we are inviting esteemed organization to partner with us as a sponsor. Take this opportunity to showcase your commitment to innovation, sustainability, and human-centric design to an international audience of thought leaders, industry experts, and decision-makers. Play a part in **Designing for Tomorrow.**

Gold Sponsorship Package: Php 400,000

Exclusive Benefits:

1. **Booths Exhibit at the Summit Venue:** Showcase your organization's products, services, and innovations to a diverse audience of participants.
2. **Participation in 1-Day Workshop:** Engage with industry leaders and experts in a special one-day workshop on August 29th. Explore the Humanity-Centred Innovation⁺ **(HCI⁺)** approach developed by the User Experience Centre at Singapore Polytechnic, hosted by Ateneo de Manila University. Gain valuable insights and strategic tools to drive innovation within your organization. The Gold Sponsorship package includes 20 seats in this workshop, for more info, see the workshop flow below.
3. **DT|UX Summit Entry:** Receive 20 seats for your team to attend the DTUX Summit 2024, featuring keynote speeches, panel discussions, and networking opportunities.
4. **Major Logo Placement:** Enjoy prominent placement of your organization's logo in all promotional materials, increasing brand visibility and recognition.

5. **Corporate Video Presentation:** Showcase your organization's vision, mission, and initiatives with a 2-3 minute corporate video presentation during the plenary sessions, capturing the attention of attendees.
6. **Goodie Bag Inclusion:** Include your organization's brochures or promotional materials in the summit's goodie bags distributed to all participants, maximizing exposure and engagement.
7. **VIP Seating with Exclusive Networking Opportunities:** Your organization leaders will be provided with VIP seats (a maximum of two), offering privileged access to interact and network with esteemed attendees, including the renowned Don Norman himself. Seize this unique opportunity to engage with industry leaders and thought pioneers in an intimate setting, fostering valuable connections and collaborations."

Silver Sponsorship Package: Php 150,000

Exclusive Benefits:

1. **Booths Exhibit at the Summit Venue:** Present your organization's offerings to summit participants, establishing valuable connections and partnerships.
2. **DT|UX Summit Entry:** Receive 20 seats for your team to attend the DTUX Summit 2024, gaining access to valuable insights and networking opportunities.
3. **Logo Placement:** Your corporation logo will be visible in promotional materials.
4. **Goodie Bag Inclusion:** Feature your organization's promotional materials in the summit's goodie bags, reaching a wide audience of industry professionals and decision-makers.
5. **VIP Seating with Exclusive Networking Opportunities:** Your organization leaders will be provided with VIP seats (a maximum of two), offering privileged access to interact and network with esteemed attendees, including the renowned Don Norman himself. Seize this unique opportunity to engage with industry leaders and thought pioneers in an intimate setting, fostering valuable connections and collaborations."

Reserve Your Sponsorship Today

Don't miss this opportunity to align your organization with innovation, sustainability, and human-centric design. Secure your sponsorship package today and position your brand as a leader in shaping the future of design and innovation.

For more information and to reserve your sponsorship package, please contact:

Contact

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Join us in making the DTUX Summit 2024 a resounding success and leave a lasting impact on the future of design and innovation. We look forward to welcoming you as our esteemed partner.

Together, let's design a sustainable future for tomorrow.

HCI+ Workshop Flow

Singapore Polytechnic - Ateneo Humanity-Centred Innovation⁺ Workshop

Introduction

Conceived and developed by the User Experience Centre at Singapore Polytechnic and hosted by the Ateneo de Manila University, participants will explore how they can adopt tools and strategies to respond to the challenge of designing a sustainable future by taking the Humanity-Centred Innovation⁺ approach in this special edition one day workshop.

What is Humanity-Centred Innovation⁺ (HCI⁺)?

HCI⁺ is an approach that elevates an organization's innovation capacity as it prompts the organization to intentionally unpack the various aspects of the 4Ps - its people, products/process, profit, and the impact it has on the planet. With this, an organization can truly appreciate the overall effect they can bring to positively innovate and transform their value towards greater sustainability and human centricity.

Workshop Format & Goal

This workshop will showcase the Singapore Polytechnic **HCI⁺** playbook that will offer a systematic guide to envisioning how a sustainable future can be designed. By using key highlighted tools, participants will have a firsthand experience on how they can uncover insights that can help identify the various innovation opportunities. Some of these tools would also help participants to enhance the user's experiences, products, and processes while ensuring the viability of the organization and the positive impact that we must leave on the planet and community that we live in.

The goal of the workshop is to equip organizations with the key strategic tools on how innovation can be approached in a practical manner.

Interact with the Father of UX - Dr Don Norman

This **HCI⁺** approach leverages the work of Don Norman, the Father of UX who is well known for his work in User Experience and Design Thinking. Don believes that, “We need to transform our lives so that they are meaningful, sustainable, and humanity-centred”. In this workshop, you will have an opportunity to meet and interact with this thought leader as we introduce design thinking tools and the re-framing of **HCI⁺**.

Networking Clinic at the DT|UX Regional Summit

Participants will also have the unique opportunity to network with **HCI⁺** process experts and meet with members from the DT|UX Regional Consortium from Thailand, Indonesia and India. Through this additional session, participants can gain a greater insight into the opportunities that exist in these regional markets and create new connections that can enable new collaborations.

Tentative Summit Itinerary

10.00am - 10.20am	Opening with the Ateneo de Manila University President
10.25am - 10.40am	Keynote on the Playbook **Humanity-Centred Innovation Strategies** to Design for Sustainability and **Drive Business Growth** Launch on the **Decarbonization** Playbook
10.45am – 11.00am	The Impact of **Design Thinking in the Philippines**
11:00-11:30	Humanity-Centered Innovation in the **Private Sector** in the Philippines
11.30am- 12:00pm	The Role of Humanity Centered Innovation in driving **Sustainability in Singapore**
12PM - 1.30PM	Lunch Break
1.30pm - 3.30pm	Fireside/Panel Discussion - Design For A Better World with **Don Norman**

Who is Don Norman?

Don Norman is a prominent figure in the field of design and cognitive science, renowned for his work on user-centered design. He is best known for his book "The Design of Everyday Things," which has been influential in the design industry for its insights into human-centered design principles and usability. Norman's career spans various roles, including academia, industry, and consulting. He has worked as a professor at several universities, including the University of California, San Diego, and Northwestern University. Additionally, he has held significant positions in the corporate world, such as a vice president at Apple and an executive at Hewlett-Packard. Norman co-founded the Nielsen Norman Group, a leading consultancy specializing in user experience and usability. His contributions have profoundly shaped how designers think about creating intuitive, user-friendly products and systems.





Who is Ateneo?

Ateneo de Manila University, founded in 1859, is a prestigious Jesuit institution in the Philippines known for academic excellence and leadership. The university emphasizes Jesuit values, developing individuals who are academically competent, socially responsible, and spiritually mature.





Sustainability Initiatives

- **Ateneo Institute of Sustainability (AIS)**: AIS is the hub for the university's sustainability efforts, focusing on campus sustainability, climate and disaster risk, and sustainable development. It celebrates a decade of commitment to nature and humanity, with the theme "Shaping a Sustainable Future Together."
- **Commitment to UN SDGs**: In 2021, Ateneo launched strategic priorities aligned with the UN Sustainable Development Goals, emphasizing educational transformation, integral ecology, cultural bridging, and universal health and well-being.

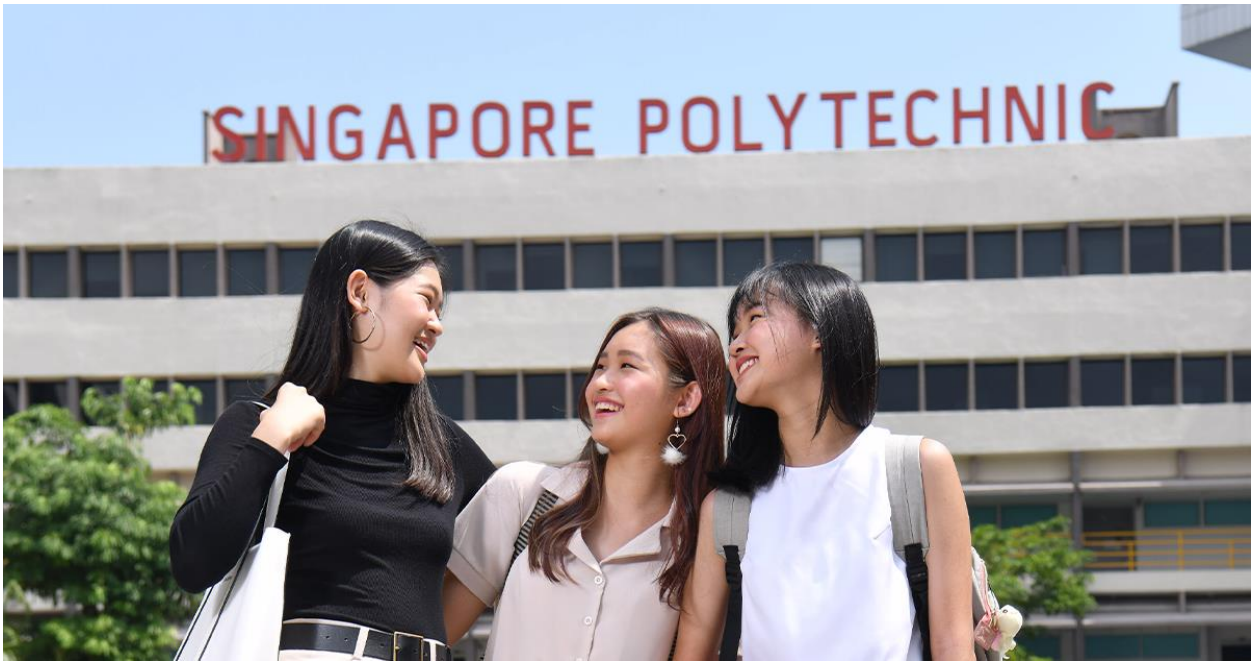
Laudato Si' Plan 2022-2029

In response to Pope Francis' call for integral ecology, Ateneo embarked on the Laudato Si' Journey, aiming to become a Laudato Si' University by 2030. The plan includes initiatives for ecological conversion, place-based pedagogy, social transformation, and achieving carbon neutrality.

Ateneo de Manila University's sustainability efforts and the Laudato Si' Plan highlight its commitment to innovative solutions for societal challenges and fostering a sustainable future.

Who is Singapore Polytechnic?

Singapore Polytechnic (SP) is a premier tertiary institution in Singapore, established to provide top-notch technical education. Known for its emphasis on real-world experience and industry partnerships, SP prepares students with practical skills and knowledge.





The User Experience Centre (UXC) at SP, formed in 2014 from four design thinking units, focuses on design innovation. It uses a Human-Centred Innovation framework covering Emotional Design, Behavioural Insights, LEAN waste management, Spatial Redesign, and Business Model innovation. UXC engages students and staff in real-life projects, collaborating with government agencies and industry partners.

The DTUX Summit, an annual event hosted by SP, brings together thought leaders to discuss humanity-centred innovation for sustainability. This year's theme is "Sustainable Futures: Designing for Tomorrow through Humanity-Centric Innovation."

SP is partnering with Ateneo de Manila University for this year's DTUX Summit, aiming to enhance cross-border learning in design thinking and sustainability. This collaboration seeks to position Southeast Asia as a leader in innovation and design thinking.

SP and its UXC are at the forefront of design thinking for sustainability, working with Ateneo de Manila to host the DTUX Summit focused on creating sustainable futures through humanity-centric innovation.