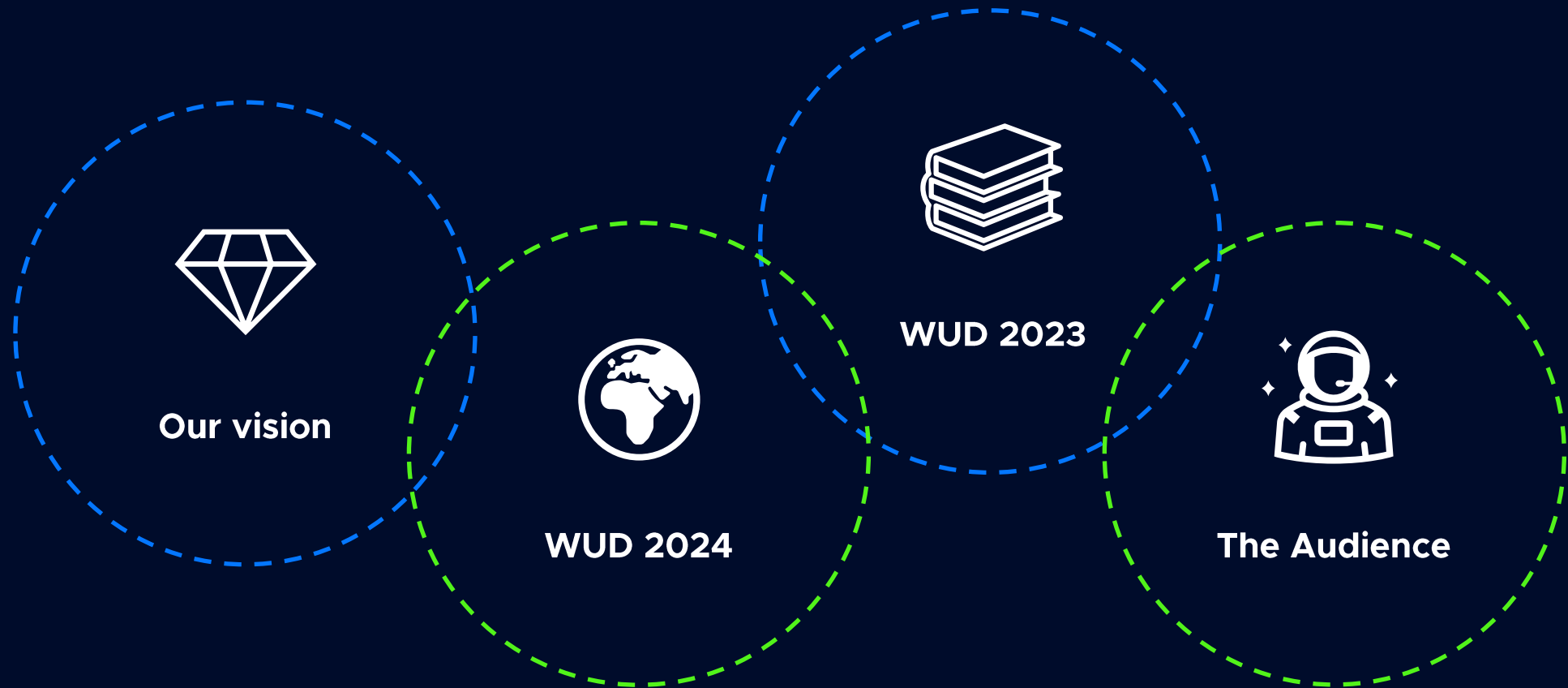


2024 Sponsorship Opportunities

Topics



Our vision

To create an event, where UX-, web- and interaction designers from the Baltics and Scandinavia meet, share, and learn.

World Usability Day Estonia (WUD) is an annual UX-, web- and interaction design conference, the largest in the Baltics.

Through insightful presentations, engaging workshops, and interactive discussions, we will delve into the strategies, tools, and methodologies that facilitate effective teamwork and partnerships. Furthermore, WUD 2024 will provide a platform for professionals to network, share experiences, and build connections with like-minded individuals who are passionate about UX.



WUD Estonia 2024

Tallinn, Estonia

Expected attendance

600

Nov 19-22

2024

This year we will continue with the hybrid format which combines a live event (Kultuurikatel, Kursi 3, Tallinn) with an online event.





Event profile

WUD Estonia 2023 event had one conference day and 2 workshop days with 6 workshops

Tickets

Total of 619 tickets were ordered - 471 for the conference + 148 for the workshops

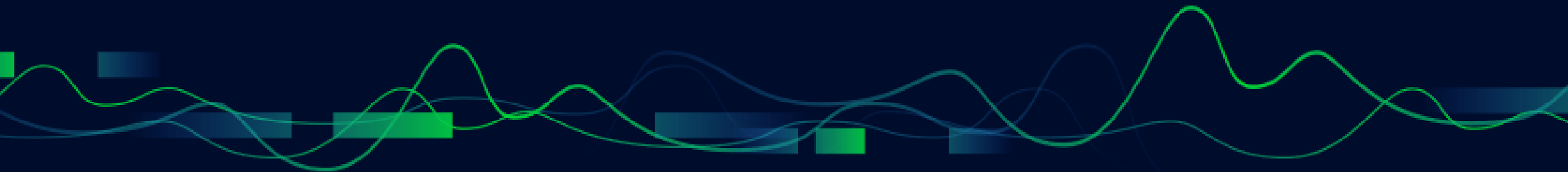
Participants

- WUD Estonia 2023 participants - 65,28% women v. 34,72% men
- On the conference day - 308 (65,39%) participated at Venue - Kultuurikatel + 163 online

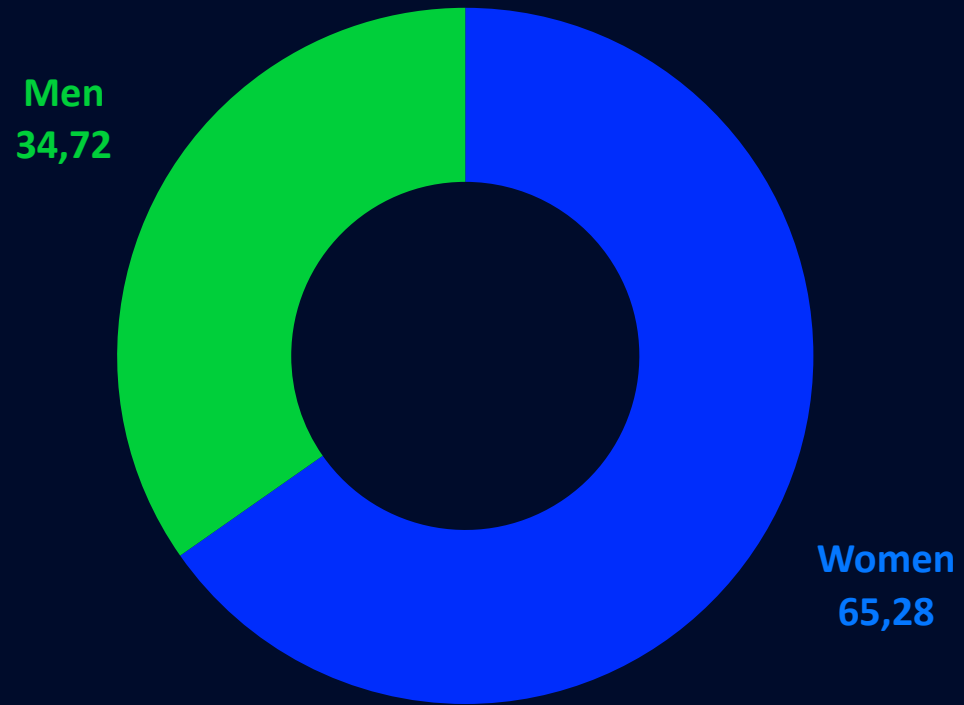
**WUD
Estonia 2023
in numbers**

The Audience

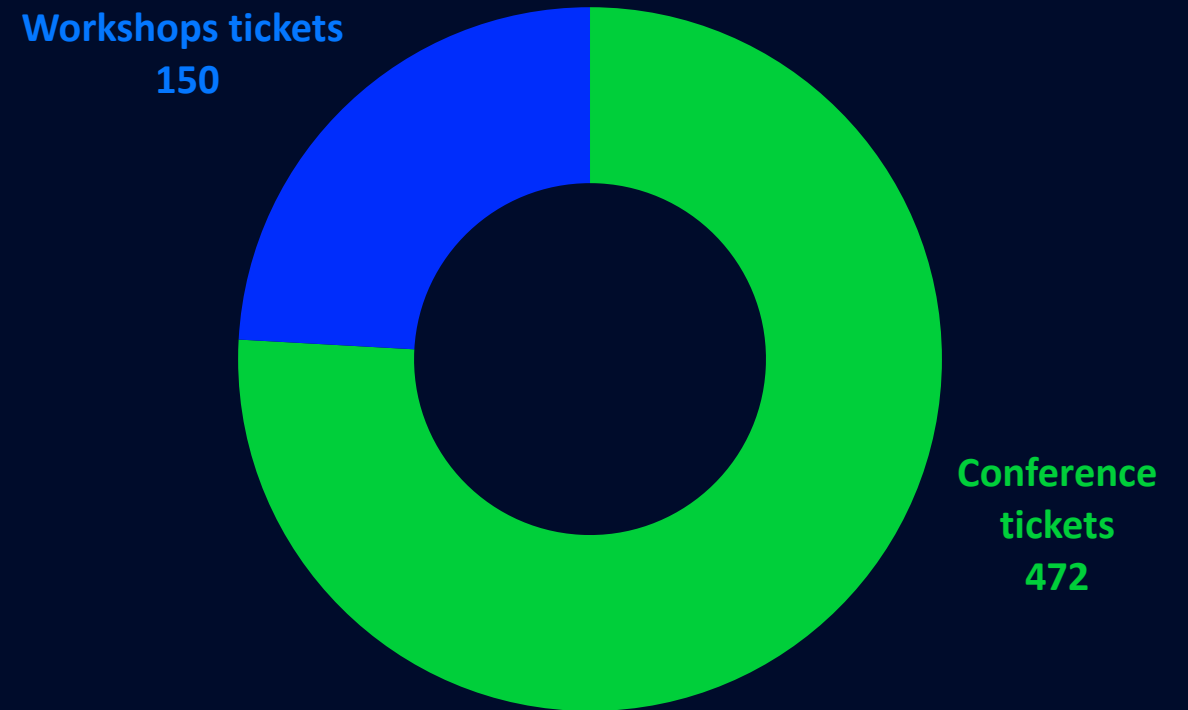
**WUD Estonia
2023 participants**



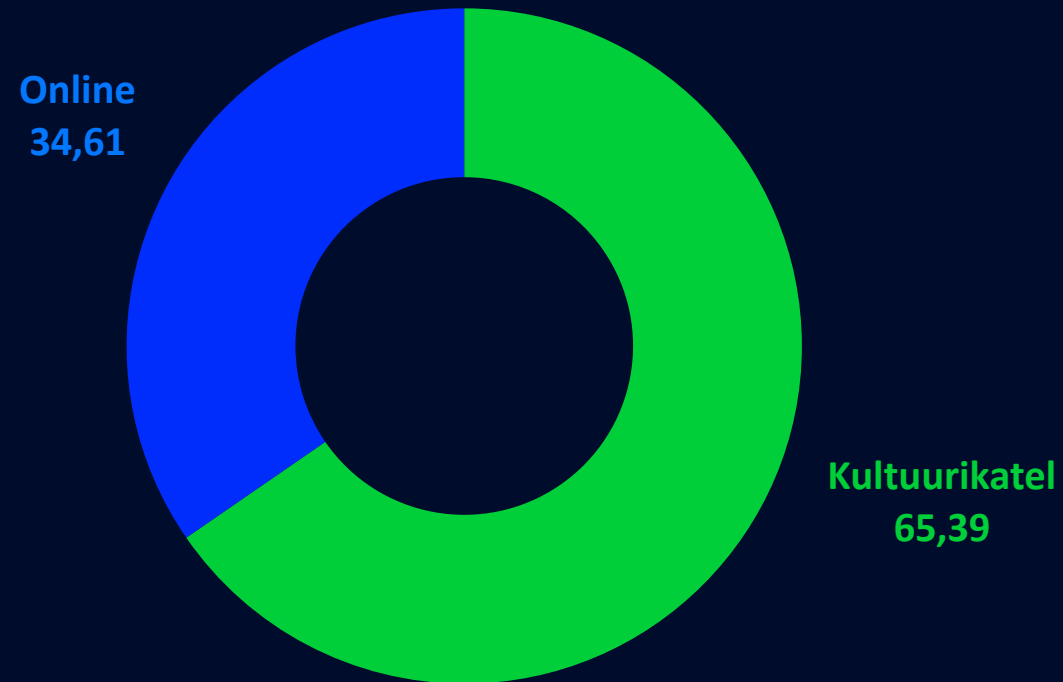
GENDER, %



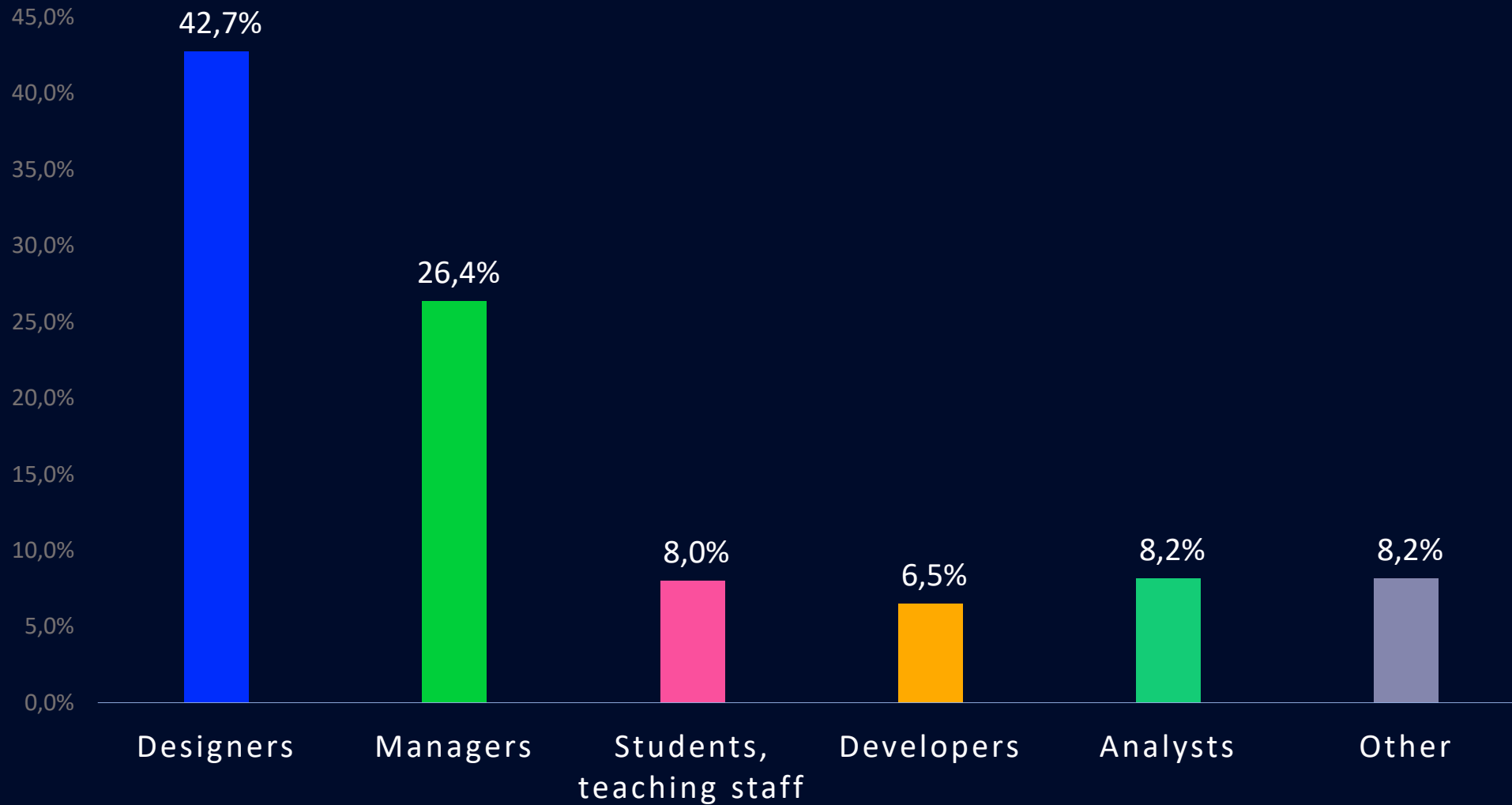
ORDERED TICKETS, PCS



CONFERENCE PARTICIPANTS, %

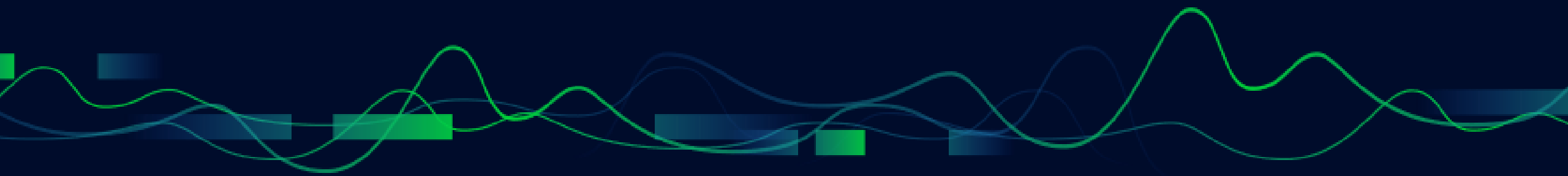


PROFESSION, %

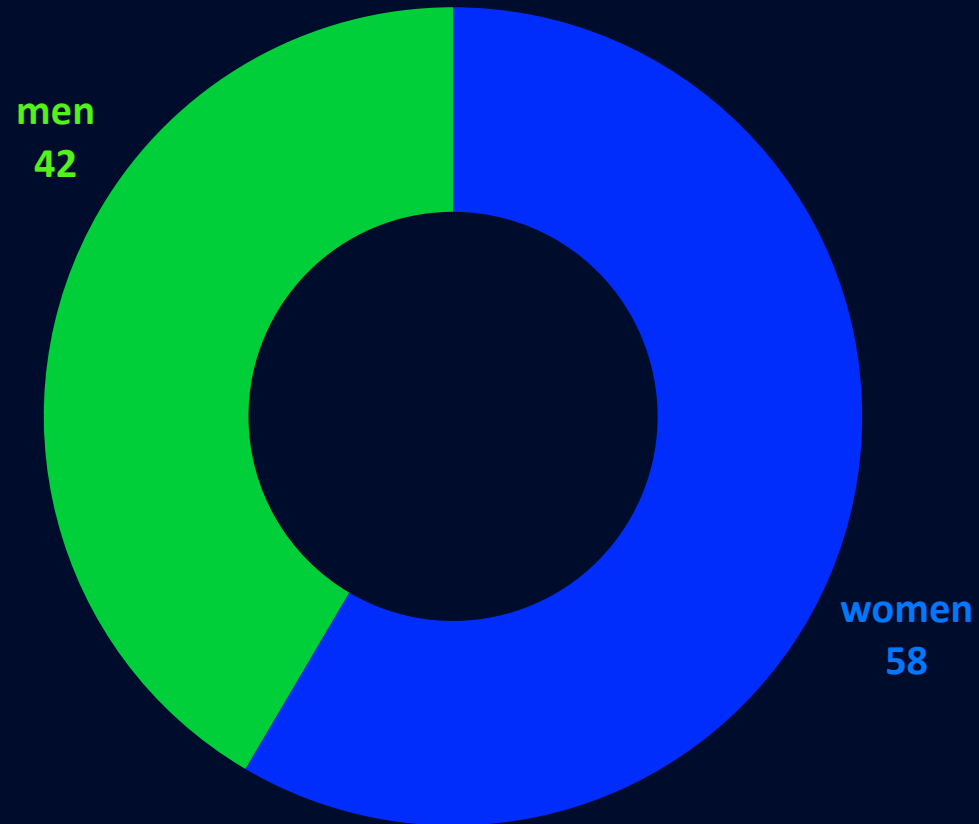


The Audience

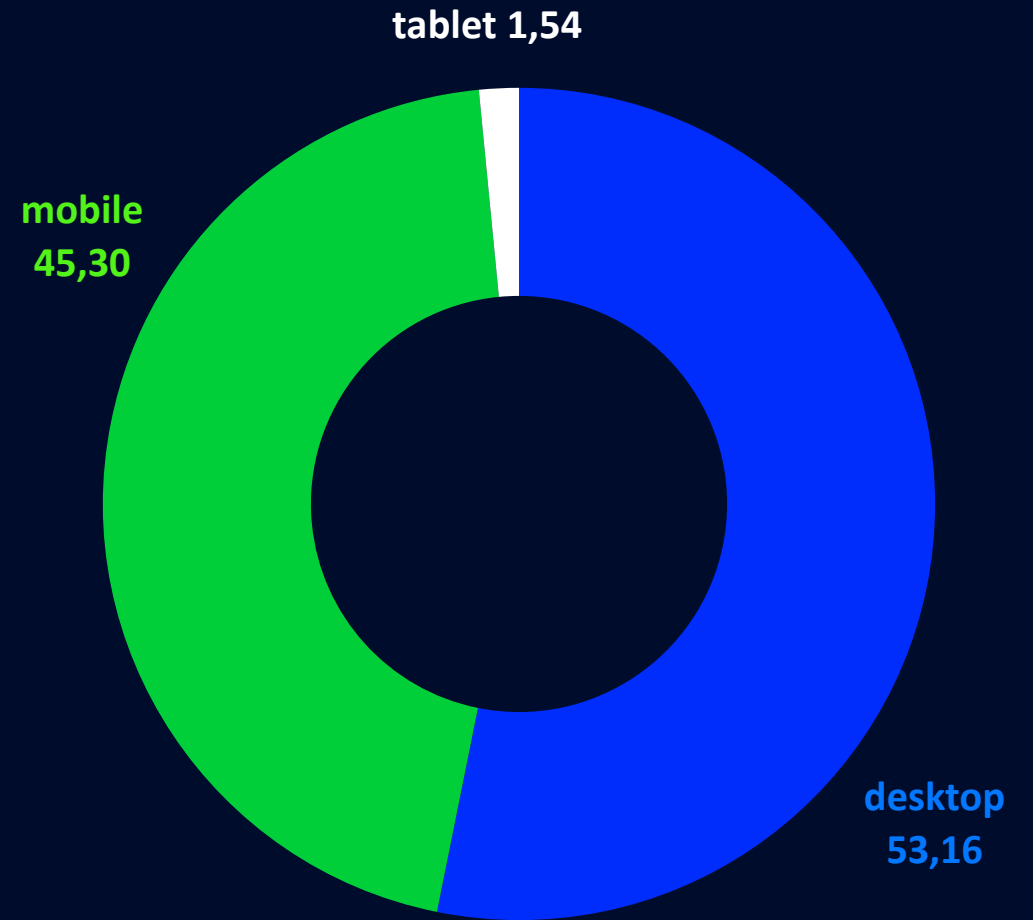
wud.ee website



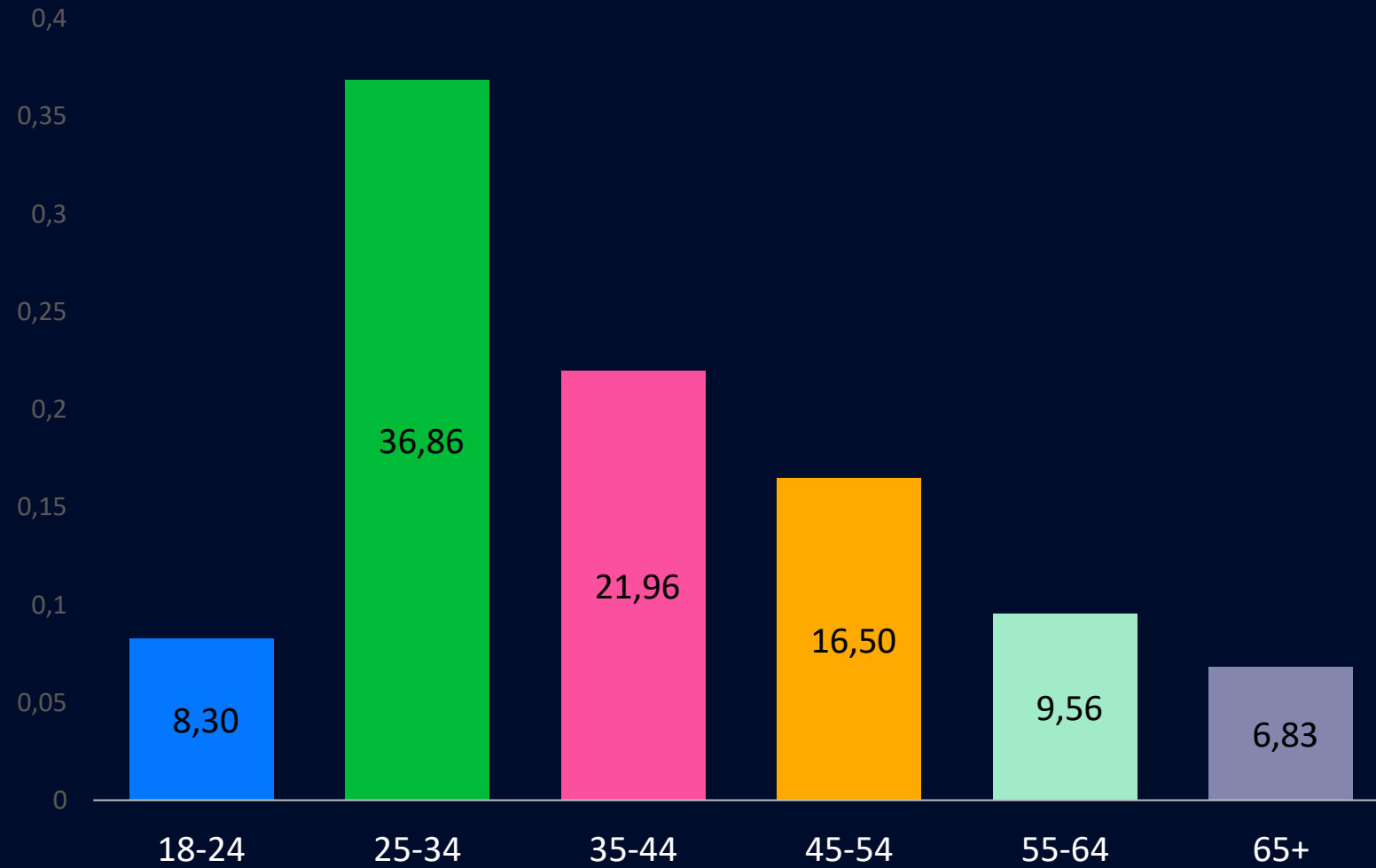
GENDER, %



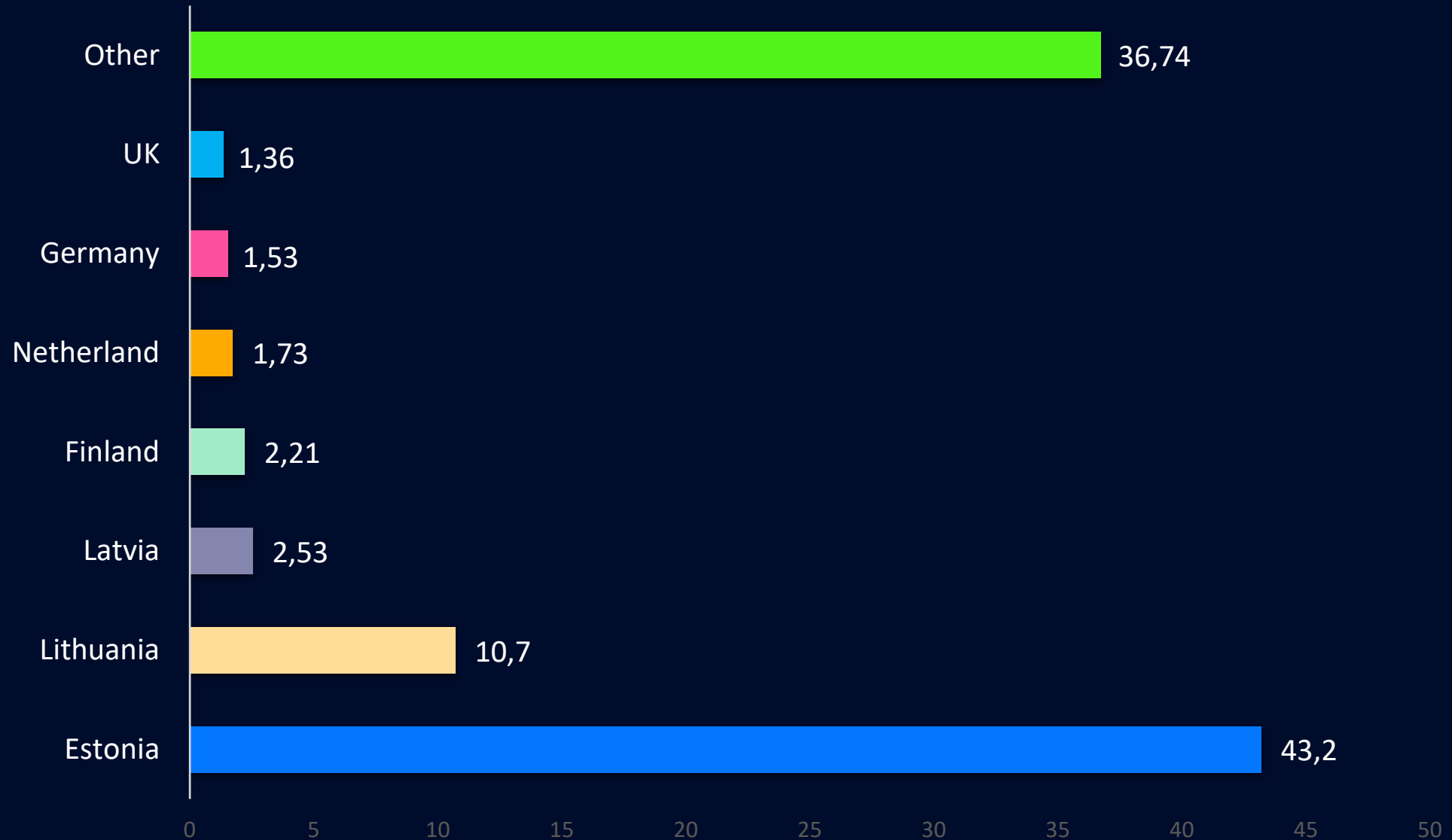
DEVICE, %



AGE RANGE, %



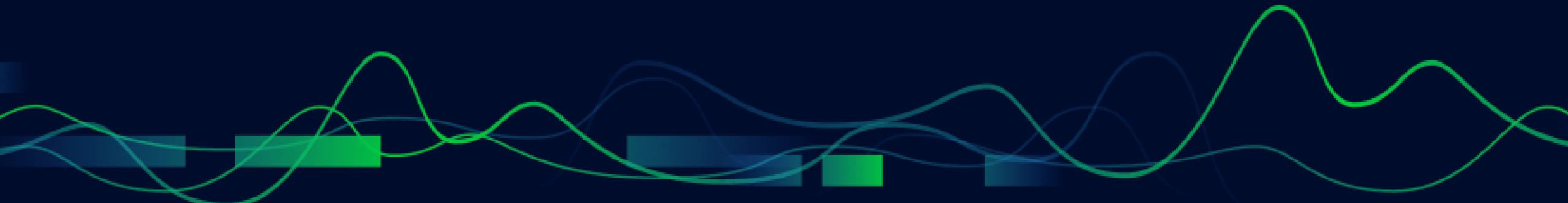
VISITORS BY COUNTRY, %



Event milestone

Our event has really grown!

The first WUD Estonia conference was organized in November **2008**. It was a relatively small event with 50 people. The event was organized by Trinidad Consulting OÜ, now called Trinidad Wiseman OÜ, and Tramm OÜ. We had a relatively small event in the Kaval-Ants seminar room (in Uniquestay Tallinn Hotel at Toompuiestee 23). It was a sunny day on the 13th of November, and during the breaks, we could sit outside. [Read more here.](#)





2019

Kultuurikatel
almost 600 participants

[VIDEO](#)

2020

Due to the pandemic,
conference took place
online (with just over
300 participants).

2021

WUD 2021 took place in
a hybrid format: online
and at Kultuurikatel. We
sold 625 tickets - 476
for conferences and 149
workshops.

[VIDEO](#)

2022

WUD 2022 also in
hybrid format: online
and in Kultuurikatlas.
We sold 585 tickets -
471 for conferences and
114 for workshops.

[VIDEO](#)

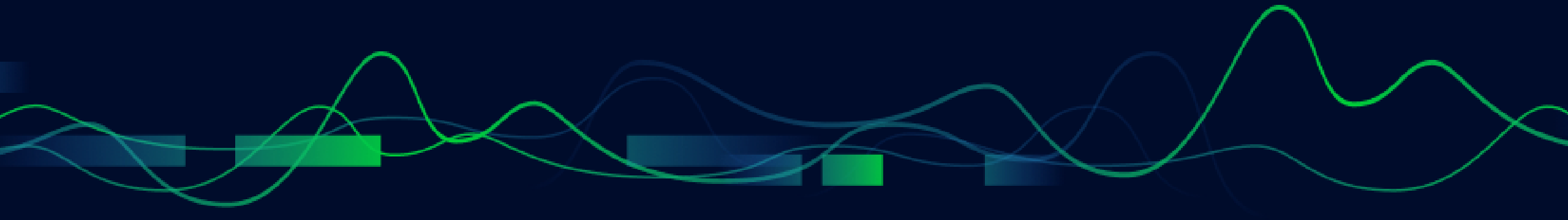
2023

WUD 2023 took place
in a hybrid format:
online and at
Kultuurikatel.
We sold 619 tickets -
476 for conferences
and 149 workshops.

[VIDEO](#)

Sponsorship programs

We offer various sponsorship opportunities, including Gold, Silver, and Silver online packages. The contents of the packages are flexible, and we are open to negotiations to create a collaboration model that meets your company's or institution's specific needs.



Package	Gold 5000€	Silver 3000€	Silver online 2000€
Company logo and website link on the WUD website	✓	✓	✓
Logo in all promotional emails targeting conference attendees	✓	✓	✓
Company video played during conference breaks	✓	✓	✓
Booth at the conference venue	✓	✓	
Sponsor roll-up at the conference venue	✓	✓	✓
Logo on the livestream platform Elisa stage	✓	✓	✓
General venue or online tickets	6 venue / online	2 venue / online	10 online
Workshop tickets	4		
Discount on additional general price level tickets	30%	20%	20%
Be first to receive information about new workshops	✓	✓	✓

- **We invite all our sponsors to the Speakers, Organizers, and Sponsors Get-Together event.**
- **Continued access to the conference recordings.**

WUD Estonia is proud to have worked with a diverse range on sponsors over the years. Some of the many companies we've connected with our audience include:

TRINIDAD
WISEMAN

EKA

TALLINN UNIVERSITY
School of Digital
Technologies

elisa

pipedriven

fienta

TALLINK

smaily

balsamiq®

ADM

TALLINK Hotels

Restream

zone

EESTI DISAINI KESKUS — ESTONIAN DESIGN CENTRE

axure

DUX

Swedbank

SEB



Thank you!

WUD Estonia project manager
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