

# A DIGITAL DESIGN & TECH EVENT

**DEMATSIGN  
TERS'25**

**CONFERENCE:  
COPENHAGEN & ONLINE  
JUN 16-17, 2025**

**FESTIVAL:  
COPENHAGEN  
JUN 18-20, 2025**

**DARE TO INSPIRE.  
DARE TO CHANGE.**

**CREATE THE FUTURE.  
BY DESIGN.**



Design Matters is a series of conferences and events on **tech & digital design**, made for designers, by designers. It is a place for creatives to gather together, share ideas, and discuss experiences. Since 2015, Design Matters has been bringing inspiration to designers from all over the world with a yearly conference in **Copenhagen** and events in other locations; **Tokyo** since 2020, **Mexico City** in 2023 and 2024, **Lagos** in 2023, and **Singapore** in 2024 as part of Singapore Design Week..

In 2025, Design Matters will host in Copenhagen a 5-day event featuring a two-day conference and a three-day festival.

# ABOUT

**DeMagSign**

**Design Matters +**

**Design Matters 24 Mexico**

**Design Matters 24 Tokyo**

**Design Matters 23 Lagos**

**Design Futures Forum 24  
Singapore**



**THE POWER OF  
AUTHENTICITY**

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AUTHENTICITY**

DE  
MAT  
SIGN  
TERS



**Since 2015, Design Matters has been bringing inspiration and fresh ideas to designers from all over the world.**



**TALKS**



**WORKSHOPS**



**CREATIVITY**



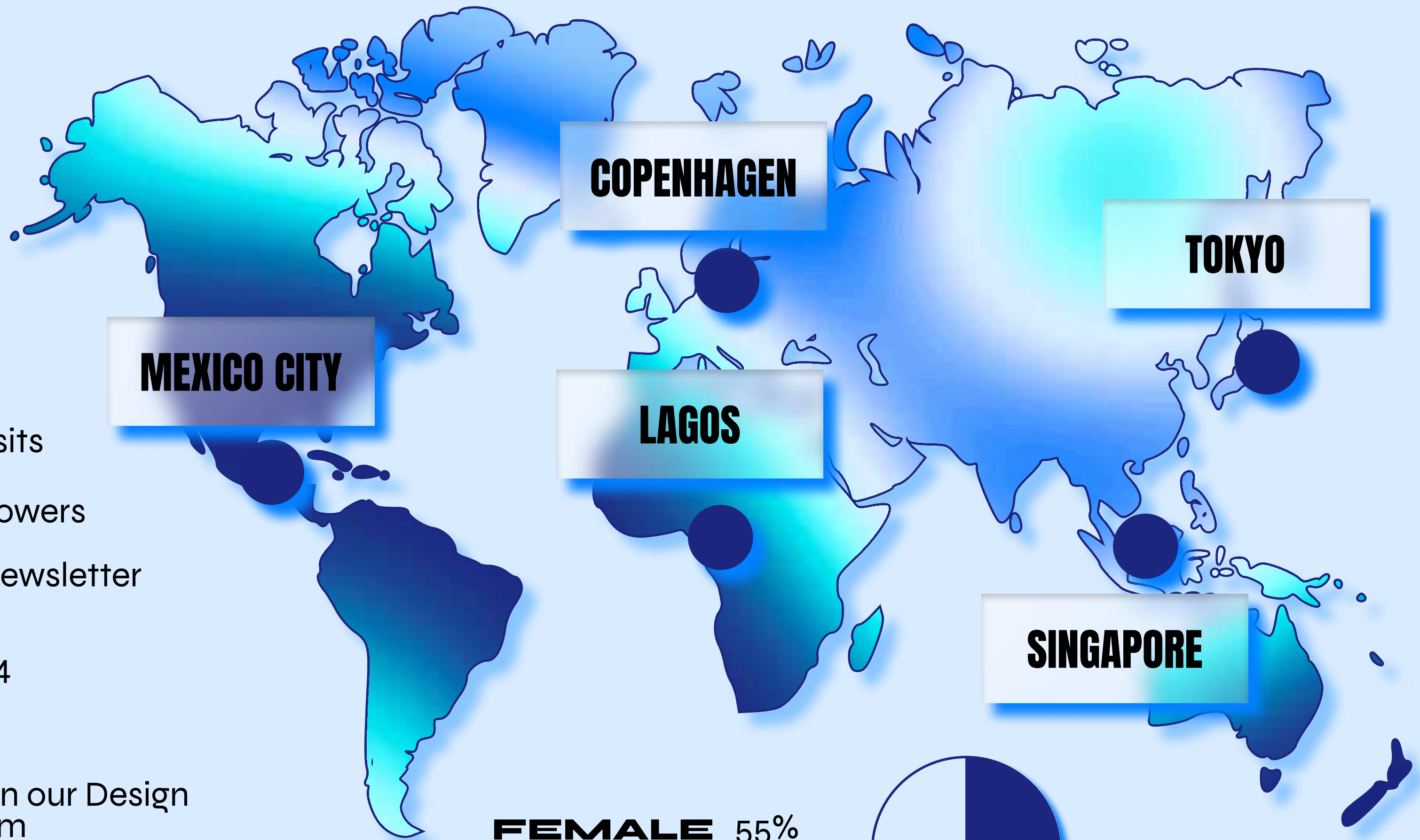
**MUSIC**



**NETWORKING**



**INSPIRATION**



**DESIGN MATTERS IN NUMBERS**

- 53 K** Yearly website visits
- 24.3 K** Social Media followers
- 7.3 K** Design Matters newsletter subscribers
- 2.2 K** Attendees in 2024
- 50+** Nationalities
- 500+** Recorded talks on our Design Matters + platform

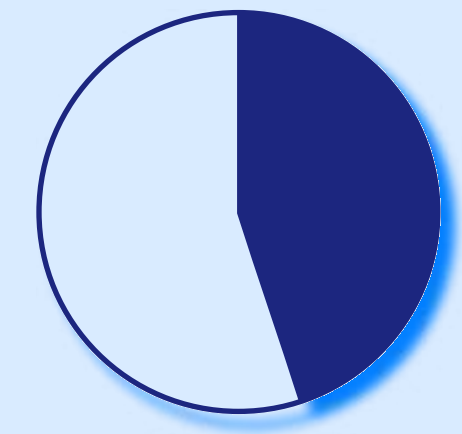
**DEMAGSIGN.IO IN NUMBERS**

- 11 K** Magazine subscribers
- 145 K** Total views on DeMagSign
- 46 K** DeMagSign monthly views

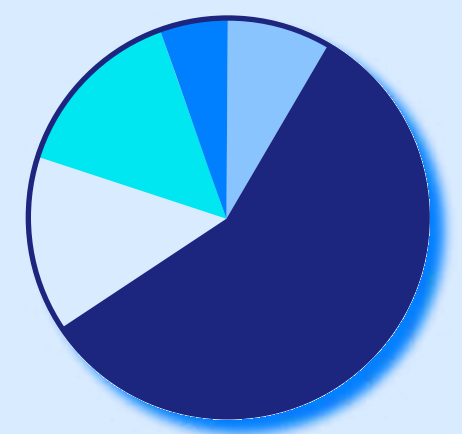
**MOST COMMON JOB TITLES**

- Head of UX
- Design Lead
- Senior Designer
- Senior Product Designer
- Design Manager
- UX Manager
- Product Designer
- Design Practices Director
- Usability Consultant
- Interaction Designer
- User Interface Designer
- Graphic Designer
- Content Strategist
- Product Owner
- Design Director
- User Experience Designer

**FEMALE** 55%  
**MALE** 45%



**CORPORATIONS** 48%  
**AGENCIES** 32,5%  
**EDUCATION** 8,1%  
**GOVERNMENT** 8,3%  
**FREELANCE** 3,1%



# MAIN SPONSORSHIP

€9.750

- Hosting a 30 min Main stage talk
- Presence on our festival scene (18-20 Jun)
- Co-creating a meet-up (online or in-person)
- Your own booth in the Craft & Networking zone
- Your logo on all conference marketing materials and our Livestream platform Design Matters +
- 8 in-person conference tickets and 20 Livestream tickets\*
- The partnership will be announced through Social Media, our website, and our newsletter
- Featured article in our online magazine DeMagSign
- Join Talent Matters (an event for design students)

# REGULAR SPONSORSHIP

€7.750

- Hosting a 1 - 1.5 hour workshop
- Your logo in our online Livestream platform Design Matters +
- 4 in-person conference tickets and 10 Livestream tickets\*
- Your logo on all conference marketing materials and our Livestream platform Design Matters +
- The partnership will be announced through Social Media, our website, and our newsletter
- Creation or co-creation of an article to feature in our online magazine DeMagSign
- Join Talent Matters (an event for design students)



# COMMUNITY SPONSORSHIP

€5.750

- 5 in-person conference tickets and 10 Livestream tickets\*
- Co-creating a design-related meet-up (online or in-person)
- Your logo on all the conference marketing materials and our Livestream platform Design Matters +
- Handing out merchandise to all participants
- Join Talent Matters (an event for design students)

# LOGO SPONSORSHIP

€3.750

- 1 in-person conference ticket and 5 Livestream tickets\*
- Your logo on all the conference marketing materials and our Livestream platform Design Matters +

# FRIENDS AND PARTNERS

 EY Seren

 Dropbox

 Sketch

AUTOMATTIC

McKinsey  
Design

CHARLIE  
TANGO

!> zeroheight

a  
dalton  
maag  
a

 zalando

Nordea

 miro

 *shopify*

over the years

DEMATSIGNTERS'25

# CONTACT

Michael Christiansen  
michael@designmatters.io

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