STRAT

WWW.STRAT.EVENTS

WHY STRAT? WHY NOW?

STRAT Moves the Needle

Since its inception in 2013, STRAT has earned the reputation for being the premier conference for professionals focused on strategic design, research, and product management. We carefully curate topics that are pivotal for advancing your knowledge and career.

Targeted Content: Our curation focuses solely on product design strategy and innovation, avoiding topics that are either too basic or too deep in the weeds of individual team roles. STRAT is about strategy, it's about leading, it's about prioritization and tradeoffs, and it's about building influence within your organization.

Ramp Up Quickly on Strategic AI Integration: Our focus this year is on advancing your understanding and integration of AI within your organization at a strategic level. Attending STRAT will allow you to learn from industry leaders who have forged ahead with finding the best AI use cases to serve their customers, and ways to augment their design team's processes.

2024 Opportunities

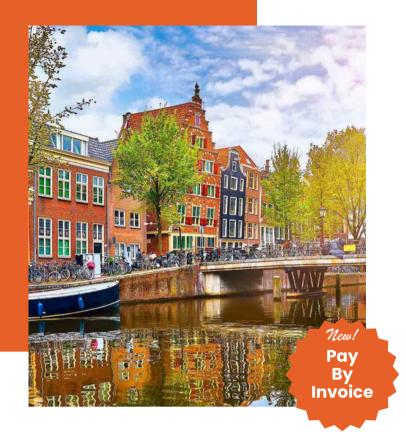**STRAT Europe:** June 23 - 25, Amsterdam.
https://bit.ly/1Aw5OXP

STRAT USA: Sept 9-11, Boulder CO. https://bit.ly/363Kg6F

Free Live Events:
https://lnkd.in/dpqwNJwq

Sponsor Visibility:
https://bit.ly/41m7cKz

Learn. Get Inspired. Connect.

New!
Pay By Invoice

All Substance, No Fluff

Our speakers are pioneers, not just in their fields, but in applying strategic design and innovation at the highest corporate levels. They share real insights and experiences, steering clear of the marketing fluff and generic content that too often dilute serious content in other channels and venues.

For Current and Aspiring Leaders: Whether you're leading the way for your team, or looking to step up in your career, STRAT provides insights that help propel you and your team to new heights.
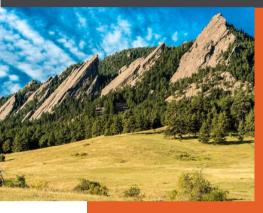
Learn From Doers, Not Speakers: STRAT focuses on bringing leaders who are deeply involved in their fields to speak, rather than seeking entertaining circuit speakers. Our network of over 100,000 design, research and product professionals, gives us access to a vast resource of leaders who are shaping UX and AI. They are doing it every day, not just chasing hot topics.

World-Class Locations: We choose host cities that are not only beautiful, but also enhance your experience by offering a blend of professional development and highly desirable destinations.

Team Building: STRAT is designed as a team-centric event, encouraging collective learning and application. Significant discounts are available for team registrations, making it an ideal investment for bringing your whole team up to speed on the most current methods and practices. Request a team discount code via the site links above.

Proven Track Record: Over a decade of excellence proves that STRAT has adapted and grown, consistently meeting the needs of the world's most forward-thinking teams.

Global Perspective: With events across Asia, Europe, and the USA, STRAT offers a unique cross-cultural insight into product design strategy that is globally informed and locally relevant.

Commitment to Integrity: We prioritize learning, inspiration, and connection over profit at all costs. Sponsors are not given automatic speaking slots. We meet with each potential speaker to ensure that our single-track program remains focused on delivering value rather than just filling slots.

STRAT is where business strategy meets product innovation, where teams come to advance together, and where leaders are made.
Don't be just a spectator of the future of AI and product design, but learn how you can shape it.