

# MEDIA BRIEFING

We are delighted to invite esteemed members of the media to cover the 19th edition of UX India, the country's most prominent conference on UX Design. Taking place from **28 to 30 September at The Leela, Bhartiya City, Bengaluru**, UX India 23 promises to be a transformative event that explores the fascinating intersection of AI and design.

## DOS:

- 1. CHECK-IN AND REGISTRATION:** Media representatives must complete the registration process and collect their media badges at the designated check-in area upon arrival.
- 2. ATTEND KEYNOTE SESSIONS:** Media attendees are encouraged to participate in keynote sessions, which feature industry leaders sharing their insights and expertise on AI's impact on design and its potential for the future.
- 3. CONDUCT INTERVIEWS:** Access to speakers and presenters for interviews can be arranged through the media relations team. Please submit your interview requests in advance to ensure a smooth process.
- 4. CAPTURE CONTENT:** Feel free to capture photos, videos, and audio content during the event for media coverage. Share your content on social media using the official event hashtag #UXIndia.

## DON'TS:

- 1. INTRUDE ON WORKSHOPS:** Media representatives are kindly requested not to interrupt workshops or any other interactive sessions. Respect the learning and networking experiences of other attendees.
- 2. MISREPRESENT INFORMATION:** We expect accuracy and fairness in media coverage. please verify information before reporting to maintain the integrity of the conference.
- 3. SHARE SENSITIVE MATERIAL:** DO NOT SHARE PROPRIETARY INFORMATION OR CONFIDENTIAL DETAILS ABOUT ATTENDEES WITHOUT THEIR EXPLICIT CONSENT.

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UX India 23 will be a significant milestone in the journey of AI and design. We look forward to having you with us at this exceptional event. For further media inquiries or to arrange interviews, kindly contact Shaistha Jabeen at [team@umo.design](mailto:team@umo.design) or call +91-8096204373.

**NOTE: ALL MEDIA REPRESENTATIVES ARE REQUIRED TO ADHERE TO THE EVENT'S CODE OF CONDUCT AND GUIDELINES. FAILURE TO COMPLY MAY RESULT IN ACCESS RESTRICTIONS.**

We sincerely appreciate your valuable support in bringing the remarkable stories of UX India 23 to your audience.