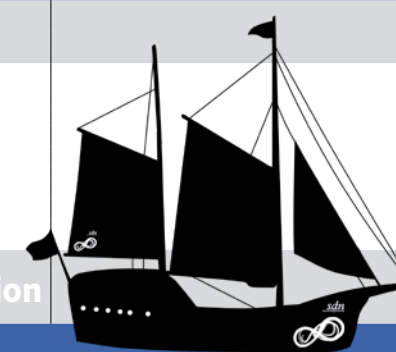


Timetable



| | Hall | Gallery | Room 1 | Room 2 | Room 3 | Room 4 |
|-------|---|--|---|--|--|---|
| 08.00 | Registration | | | | | |
| 09.00 | Why Not? Questioning Everyday Services at Conferences Dark Horse Innovation Wechselstube - A Peer-to-Peer Service Exchange Network minds & makers All Day Long | 09:30 Welcome | | | | |
| 10.00 | | 09:45 - 10:30 The New Product is Service Hugo Raaijmakers & Mark Hartevelt p. 10 | | | | |
| 11.00 | | 10:30-11:15 From Business as Usual to Customer Driven Innovation Daniel Ewerman & Merete Salmeling p. 10 | | | | |
| 12.00 | | 11:45-12:30 Customer Experience is Nice - Customer Value is a Must Tanja Niittymäki & Jussi Olkkonen p. 11 | 11:45-12:30 eEtiquette - The Future of Digital Manners Julia Leihener & Roger Ibars p. 11 | 11:45-12:30 Innovating the Danish Public Sector Through Private Collaboration Toke Stub Barter p. 12 | | |
| 13.00 | | 12:35-13:05 Showcasing Functional Branding Seren Partners Ltd p. 12 | 12:35-13:05 It's Not You, It's Me - The Limits of Patient-Centricity Gianna Ericson & Augusta Meill p. 13 | 12:35-13:05 Service Design and Service Branding Søren Bechmann p. 13 | 12:35-13:05 Measuring the Value of Service Design Erick Mohr p. 12 | 12:35-13:05 Getgo Glasgow Sarah Drummond p. 13 |
| 14.00 | | 14:05-14:35 The Digital Service Experience Monica Bueno & Hyun Kim p. 15 | 14:05-14:35 Brand-Driven Service Design Inga Nandzik & Angela Knewitz p. 14 | 14:05-14:35 Open Service Design Giulia Piu & Evangelina Guerra p. 14 | | |
| 15.00 | | 14:40-15:25 Creating a Health Service Marianne Norelius & Johan Dovelius p. 15 | 14:40-15:25 To Listen and to Learn Stefan Schick & Birgit Mager p. 15 | | | 14:05-15:25 Service Swaps Face Rotation Annika Hertz & Ann-Christin Wartjen p. 14 |
| 16.00 | | 15:55-16:40 No Inter-Disciplinarity Without Disciplines Geke van Dijk & Marianne Gulbrandsen p. 16 | | | | |
| 17.00 | | 16:40-17:25 Client Panel Birgit Mager & Marc Stickdorn p. 16 | | | | |
| | | | Service Design Reception | | | |



Timetable



| | Hall | Gallery | Kalkscheune | | | | Mediacentre | | |
|-------|---|--|--|--|--|---|--|--|--|
| | | | Room 1 | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 |
| 08.00 | Registration | | | | | | | | |
| 09.00 | Why Not? Questioning Everyday Services at Conferences Dark Horse Innovation | 09:00 Welcome | | | | | | | |
| 10.00 | | 09:15-10:00 Service Design at a Crossroads Lucy Kimbell p. 18 | | | | | | | |
| 11.00 | | 10:05-10:50 The Measure of Services Christian Palino p. 21 | 10:05-13:20 Designing Meaningful Education as a Service Peter van Waart & Bas Leurs p. 18 | 10:05-11:05 Designing for Service Recovery Fabian Segelström & Jeff Howard p. 20 | 10:05-13:20 Documentation is Boring, Documentary is Inspiring Bas Raijmakers p. 19 | 10:05-10:35 7daysinmylife.com Erik Roscam Abbing p. 20 | 10:05-11:05 Co-Creation of Public Services Satu Miettinen, Sylvain Cottong, Jussi Sorsimo & Toke Barter p. 19 | 10:05-11:05 Using Social Nodes to Design Services Eleanor Davies p. 20 | |
| | All Day Long p. 31 | | | | | | 10:40-11:10 Design for Services Daniela Sangiorgi p. 21 | | |
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| 12.00 | | 11:40-12:10 A Visual Discussion Cale Thompson, Mark van Doorn p. 22 | (see above) | 11:40-13:20 Collaborative Magic - Co-creative Service Design With Kids Lisa Lindström & Tove Blomgren p. 22 | (see above) | 11:40-13:20 Round Table About Academic Researchers on Knowledge, Design, Innovation and Service Maurício Manhães p. 21 | 11:40-12:10 Designing on Mars Giovanni Inella, Franco Papeschi p. 23 | 11:40-12:10 How to Write the Perfect Pop Song! Holger Eggert p. 23 | 11:40-13:20 Service Design Tools for Social Innovation Sara Sittou & Heather Daam p. 22 |
| | | 12:15-12:45 From Boardroom to Boarding Gate Alex Nisbett p. 23 | | | | | 12:15-12:45 Implementation Role Models Janna DeVlyder, Steve Baty & Iain Barker p. 24 | 12:15-12:45 Fresh Pages Jürgen Faust p. 24 | |
| 13.00 | | 12:50-13:20 Good Idea + Good Design = Good Service? Stefano Maffei, Elena Pacenti, Beatrice Villari p. 25 | | | | | | 12:50-13:20 Live From Service Delivery Cristina Hoffmann p. 24 | 12:50-13:20 User-Generated Content for Service Design Julia Klammer, Fred van den Anker p. 25 |
| | | | | | | | | | |
| 14.00 | | 14:20-14:50 Selling Service Design Jamin Hegeman p. 27 | 14:20-15:20 Design Driven Innovation in Service Design? Katarina Wetter Edman & Tomas Edman p. 26 | 14:20-15:20 Design Thinking - Innovation as a Cognitive Process Andreas Ninck p. 28 | 14:20-15:20 Communicating Behavioural Insights Janna DeVlyder, Steve Baty & Iain Barker p. 26 | 14:20-15:20 Opportunities for Sustainable Innovation in Public Services Ksenija Kuzmina p. 26 | 14:20-14:50 Driving Lessons in Service Design Laura Warwick, Mark Bailey p. 27 | 14:20-15:20 Making Service Sense Lauren Currie & Kirsty Joan Sinclair p. 27 | |
| 15.00 | | 14:55-15:25 Creative Waves COTEN Andy Polaine p. 28 | | | | | 14:55-16:55 Mobile Service Experience Prototyping Teresa Sarmento p. 29 | | 14:55-16:55 Games and Co-Design Dianna Miller p. 28 |
| | | | | | | | | | |
| 16.00 | | 15:55-16:25 Startup Forever? Asier Perez p. 30 | | 15:55-16:55 Side Effects Iria Alba López p. 30 | 15:55-16:55 Theatrical Tools in Service Design Adam StJohn Lawrence & Markus Edgar Horneß p. 29 | 15:55-16:55 New Platforms for Service Design Approaches Lesley McKee p. 29 | | | (see above) |
| | | 16:30-17:00 Participative Service and Soft Infrastructures Christophe Tallec p. 30 | | | | | | | |
| 17.00 | | 17:05-17:50 MyPolice Lauren Currie & Sarah Drummond p. 31 | | | | | | | |
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Members Reception