

Service Design Conference *beyond basics* Madeira, Portugal, 26th – 27th October 2009

Agenda

Monday 26.10.2009 – Conference Day 1

8:45

Registration

9:30

Welcome

Birgit Mager

Regional Minister for Education and Culture (Mr. Francisco Fernandes)

Jamin Hegeman

10:00

Keynote: Make yourself useful

Joe Heapy (Co-founder and director of Engine Service Design)

10:45

Service Design, a matter for International Security

Designing Services on security related matters at the UN

Lavrans Løvlie (livelwork)

11:15

Coffee Break

11:45

How sticky research drives Service Design

Using textmessage-prompted video probes during design projects at T-Mobile

Bas Raijmakers (STBY) and Andreas Sommerwerk (T-Mobile)

12:15

Design for Engagement

Jesse James Garrett (Adaptive Path)

12:45

Meet the speakers & Lunch

2:00

Parallel Sessions

Selvagnes 1

Practices of Service Design for tourism

Ivan Bursztyn (Federal University of Rio de Janeiro)

Selvagnes 3

Deep Co-creation, challenges for designing services in a networked innovation environment

Jari Halonen (Tampere University of Technology) and Petra Turkama (Helsinki School of Economics)

Selvagnes 4

Service Design Fundamentals

Prof. Birgit Mager (sdn & Koeln International School of Design)

Selvagnes 5

Moving forward - learning from the health sector

Julia Schaeper (NHS Institute for Innovation and Improvement)

15 min coffee break

Selvagnes 1 Service Design challenges Designers' Competence Miia Lammi (Western Finland Design Centre MUOVA)	Selvagnes 3 Co-creation sucks Asier Perez (Funky Projects)	Selvagnes 4 Service-dominant logic and design for service Lucy Kimbell (Said Business School)	Selvagnes 5 Health Service Design Shelley Evenson (Microsoft)
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3:45
Coffee Break

4:15
Service Design 2020: What does the future hold and (how) can we shape it?
How various professions have sought to legitimise Service Design in the past and explore their tension between competition and cooperation
 Bruce Tether and Ileana Stigliani (Imperial College Business School & Design London)

4.45 - 5:15
Plenary Session (inc. award ceremony Service Design competition)

8:00
Connect Dinner
at the "Adega da Quinta" Restaurant at Quinta do Estreito with typical Madeira country food and a stunning view over the coast. (<http://www.quintadoestreitomadeira.com/pt/restaurants.html>)
 - Busses to the restaurant leave at 20:00 in front of the hotel!

Tuesday 27.10.2009 – Conference Day 2

9:30
Short Intro
 Jamin Hegeman

9:45
Service Design and Behavioral Change
 Prof. Birgit Mager (sdn & Koeln International School of Design)

10:15
Employee Motivation: Driving Front-Line Behaviors
How to motivate employees and influence their behavior – rules, tools and methods.
Continuum
 Craig LaRosa and Jon Campbell (Continuum)

10.45
Coffee Break

11:15

Workshops (15 min coffee break included)			
Selvagnes 3 Design Thinking I A Service Design Workshop Craig LaRosa and Jon Campbell (Continuum)	Selvagnes 4 Learning from Failure Stefan Holmlid (Linköping University) and Jamin Hegeman (Nokia)	Selvagnes 5 Interdisciplinarity in Co-Design Joanna Choukeir and Zoe Stanton (Uscreates)	Selvagnes 1 Selling Service Design Oliver King (Engine Service Design)

1:00
Lunch

2:15

Parallel Sessions			
Selvagnes 5 Funchal Urban Stories Valentina Nisi (Madeira ITI, Carnegie Mellon Portugal)	Selvagnes 3 Mind you own business Service Design in B2B context Ben Reason (livelwork)	Selvagnes 4 Blueprint+: Developing a tool for Service Design Andy Polaine (Hochschule Luzern – Design & Kunst)	Selvagnes 1 Performing Arts and Service Design Adrienne Schäfer (Lucerne University of Applied Sciences and VitaminT4Change)
15 min coffee break			
Selvagnes 5 Creating Customer Tribal Affiliation Adam Dole (Method Inc.)	Selvagnes 3 Service Design in Product Service Systems for small an medium sized enterprises Prof. Jürgen Faust, Thomas Schönweitz (MHMK, Macromedia University of Applied Sciences Munich)	Selvagnes 4 The use of Business Intelligence and Data Mining for improving the detection of Customer needs in Service Engineering Helmut Aschbacher and Ernst Kreutzer (FH Campus02 Graz)	Selvagnes 1 A Service Design project at Odense University Hospital Tine Park (Designit)

4:00

Coffee Break & Meet the Speaker

4:45

Confessions of a Service Design Researcher

Tamsin Smith (Engine Service Design)

5:15

Do you really need that iPhone App? How innovation efforts go off track and how to develop ones that will really make a difference to your customers

Mark Jones (IDEO)

5:45

Plenary Session

6:00

Goodbye Drinks

hosted by the "Regional Minister for Tourism and Transports", Mrs. Conceição Estudante