

Service Design Day - June 1st

Let's Celebrate Service Design!

What is Service Design Day?

June 1st 2017

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The Service design community celebrates Christmas, New Year and... June 1st!

This day will create awareness for service design by having small activities that promote the power of service design all over the world. It's fun, easy, flexible and interactive!

Everybody is invited to gather and unite their voices under the hashtag **#ServiceDesignDay** on June 1st.

What are the aims?

- Celebrate service design and create a sense of belonging within our great community
- Raise awareness about the power and value of service design to new audiences and showcase good service design.
- Show the world we are an open and international community that everyone is welcome to join!

Download SDDay Banners

Post banners on your social media to help your community get involved!

Click to read more online

Read the full SDN article about Service Design Day.

Service Bombing Stickers

Celebrate your best local service providers

SDN STICKER BOMBING

Rank great local services with our unique SDN stickers! Show your approval whilst raising awareness about service design. Make sure to take a photo and tweet your undercover sticker bombing.

FOLLOW 4 SIMPLE STEPS:

1. Download and print out on address labels or sticker paper
2. Stick on the window, door or furniture of your favourite service provider
3. Signpost the best service providers on June 1st!
4. Share with us on social media & tag the service provider



[Download Stickers](#)

Service Design Day Social Media Posts

Try your favourite & share with the hashtag **#ServiceDesignDay**

1. Happy Birthday service design!

How: Bake a cake or throw a party

Why: Celebrate your achievements with a service design birthday atmosphere. We all aim high and there is a long way to go, but don't forget to recognise how far you have come!

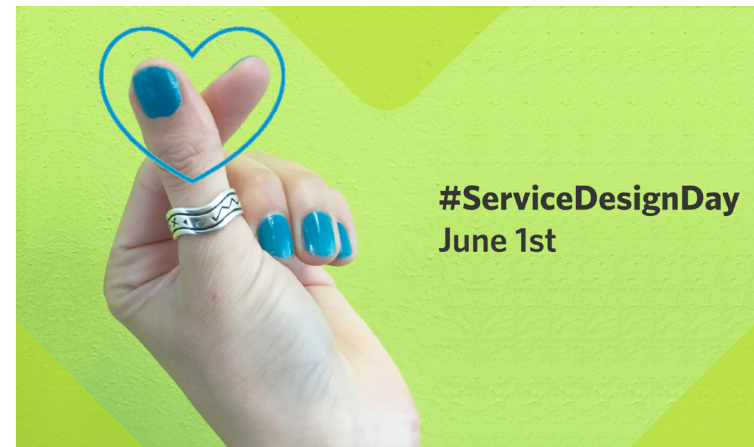


Instagram photo shared by @mylifeintoronto in 2016 on Service Design Day

2. Tag your team - spread the love

How: Snap a photo of your team with the Service Design Day fingers

Why: Empathy, multicultural insight and collaboration are more important than ever. Share the love and celebrate your great colleagues.



The official service design day heart sign was used widely on June 1st 2016

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3. Service success stories & moments

How: Share quotes and images from your best service moments on June 1st. Promote infographics and pictures from previous successful projects that illustrate the power of service design in practice.

Why: Let the world know there is evidence that service design can make a difference.



SDN will be sharing our best service design moments and the success stories from our members and award winners.

4. Tag a touchpoint

How: Take a snapshot of your favourite touchpoint from your commute to and from work. Is it a person, vehicle or object and why?

Why: Let the world know what great service design experiences look like. This will raise awareness as it may not be what they expected!



Snap your favourite touchpoint and let the world know what a good experience looks and feels like.