

This document is subject to change. Last updated on 25th July 2018.

PARTNERING

SERVICE DESIGN GLOBAL CONFERENCE

11-12 October 2018 Dublin
Exclusive Side Events 10 Oct.

ABOUT SDGC

Become a sponsor of the 11th Service Design Global Conference on October 10th, 11th and 12th 2018 in Dublin – the vibrant capital of Ireland!

The Service Design Network is bringing the 11th Service Design Global Conference to Dublin. Up to 800 participants will converge on the Irish capital to learn, share and network with business partners, designers and academics. We are looking forward to welcoming these participants and to facilitating the exchange of experiences, ideas and different perspectives with the open-minded and creative service design community. This event is the highlight of the service design year and has in the past been held in dynamic CAPITALS such as Amsterdam, Madrid, New York and Stockholm. Side events, such as the

Exclusive Members Event and Members Reception, Master Classes or the Young Talents Day on the pre-conference day make this a must for anyone interested in innovation for services in the private and public sector. This annual get together of thinkers, doers and leaders offers three buzzing and vibrant days of inspiring talks and intense breakout sessions plus the announcement of the winners of the Service Design Award 2018.

Have a look at the opportunities for being a partner of this outstanding event!

SDGC IN DETAIL



Attendees:
800+ Professionals



Thought Leaders:
Selected Keynote Speakers sharing ideas



International:
42+ Countries



Unique Experience:
24+ hrs of workshops and talks



One Network:
Empower Change through
Service Design



Target Audience:
Senior Management, Public & Private Sector,
Academia, Multi-nationals, SMEs, Customer
Service, Business Development



Premier International Award:
Recognising exceptional work by
Students and Professionals



More than 10 Years Experience:
10 Years, 9 Cities, 9 Countries and
Edition No. 11 in Dublin

OVERVIEW

There are different kinds of partnering packages available. All packages can be tailored to perfectly fit your company's needs. If you have any other sponsorship suggestions please feel free to get in touch.

SPONSORING PACKAGES

PLATINUM
35.000 EURO
SOLD

GOLD
25.000 EURO

SILVER
15.000 EURO

BRONZE
7.500 EURO

EVENT PACKAGES

MEMBERS EVENT
15.000 EURO

SDGC RECEPTION
15.000 EURO

VIP DINNER
10.000 EURO
SOLD

PRE EVENTS
FROM 10.00 EURO

IN-KIND PACKAGES

SDGC BOARD
15.000 EURO
SOLD

SDGC AMENITIES
FROM 7.500 EURO

MERCHANDISE
FROM 3.000 EURO

EXHIBITOR PACKAGES

LARGE SPACE
7.000 EURO

MEDIUM SPACE
5.000 EURO

SMALL SPACE
3.000 EURO

SPONSOR PACKAGES

Become one of our main conference partners and benefit from strong visibility in all conference communication channels to our truly global audience.

PLATINUM

35.000 EURO



GOLD

25.000 EURO

- ✓ 3 SDGC tickets
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 2 representatives
- ✓ Receive the SDGC18 attendee list
- ✓ Meet and greet with 3 attendees/speakers of your choice

- ✓ Medium size exhibition space
- ✓ Large size logo in all media
- ✓ 4 page Service Design related feature on your organization in our Touchpoint Journal in 2019

- ✓ 1 year SDN Corporate Membership

SILVER

15.000 EURO

- ✓ 2 SDGC tickets
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 1 representative
- ✓ receive the SDGC18 attendee list
- ✓ Meet and greet with 2 attendees/speakers of your choice

- ✓ Small size exhibition space
- ✓ Medium size logo in all media
- ✓ 2 page Service Design related feature on your organization in our Touchpoint Journal in 2019

- ✓ 1 year SDN Corporate Membership

BRONZE

7.500 EURO

- ✓ 1 SDGC ticket
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 1 representative
- ✓ Receive the SDGC18 attendee list
- ✓ Meet and greet with 1 attendee/speaker of your choice

- ✓ Small size logo in all media

- ✓ 1 year SDN Corporate Membership

EVENT PACKAGES

Become the promotional provider of one SDGC18 (pre-)event and enrich the conference experience of our truly global audience while your brand will enjoy strong visibility in all conference communication.

MEMBERS EVENT

15.000 EURO

The annual Exclusive SDN Members event attracts up to 400 participants who are strongly connected to Service Design. An afternoon session with high profile speakers is followed by an evening reception that provides great opportunities for networking and ideas exchanging.

- ✓ 2 SDGC tickets including the Exclusive SDN Members Event
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 1 representative
- ✓ Receive the SDGC18 attendee list

-
- ✓ Large size logo in all related media
 - ✓ Small size exhibition space
 - ✓ 2 page Service Design related feature on your organization in our Touchpoint Journal in 2019

-
- ✓ 1 year SDN Corporate Membership

SDGC RECEPTION

15.000 EURO

The conference reception is a vibrant networking event that attracts up to 600 participants. Your brand will enjoy particular prominence on all communication related to this exclusive evening event.

- ✓ 2 SDGC tickets
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 1 representative
- ✓ Receive the SDGC18 attendee list
- ✓ Get a 10min stage slot for the reception opening

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- ✓ Medium size logo in all media
 - ✓ Small size exhibition space
 - ✓ 2 page Service Design related feature on your organization in our Touchpoint Journal in 2019

-
- ✓ 1 year SDN Corporate Membership

VIP DINNER

10.000 EURO



SOLD

EVENT PACKAGES

Become the provider of one SDGC18 (pre-)event and enrich the conference experience of our truly global audience while your brand will enjoy strong visibility in all conference communication.

YOUNG TALENTS DAY

10.000 EURO

If you want to enhance your awareness as a potential employer of young Service Design talents, this is the right sponsoring package for you! We will support you in creating the content for the day, intensively communicate it within the Service Design community, manage the registration process and handle the communication with the participants. As the host you will be in charge of the program, the venue and the catering.

- ✓ 2 SDGC tickets
 - ✓ Get priority access to all side-events and parallel sessions
 - ✓ Receive the SDGC18 attendee list get access to our exclusive
 - ✓ VIP Dinner for 1 representative
-
- ✓ Small size logo in all media
 - ✓ Small size exhibition space
-
- ✓ 1 year SDN Corporate Membership

SERVICE DESIGN TOUR

7.500 EURO

If you are interested in building relationships with specific countries the sponsorship of a Service Design tour is the right package for you.

You will be the host of max. 25 guests from one specific country – the details of the tour and the role you can take will be customized with you. Any costs related to the tour will be covered by the sponsor.

- ✓ 1 SDGC ticket
 - ✓ Get priority access to all side-events and parallel sessions
 - ✓ Receive the SDGC18 attendee list
-
- ✓ Small size logo in all media
-
- ✓ 1 year SDN Corporate Membership

MASTERCLASS

PLEASE TALK TO US

We expect 800 Service Design enthusiasts to come to Dublin - and this is a great opportunity to offer more in depth classes and workshops the day before the conference. If you want to offer a masterclass you propose the topic, the target group and the venue - we will take care of communication, registration and delegate care.

Become a SDGC18 contributor and host a masterclass on October 10th to share your insights. Get in touch – Let's talk about your ideas.

SERVICE DESIGN AWARD

The Service Design Award, curated by the Service Design Network, is the only international award catering to service design. The Award recognises work of an exceptional standard in the field of service design by both students and professionals. In it's 4th year we expect more than 100 submissions. Approximately 20 participants will be short-listed and exhibited at SDGC18. The awards ceremony and Pecha Kucha session of the award winners will be one of the highlights of SDGC18.



SD AWARD

15.000 EURO

SOLD

IN-KIND PACKAGES

Become a SDGC18 merchandise partner with one of the items listed below and benefit from strong visibility throughout all conference days with a truly global conference. SDN will manage the design and production.

SDGC LOUNGE

10.000 EURO

Meet the conference participants in your exclusive lounge area and present your company, projects and create networking opportunities.

Feel free to come up with creative ideas to attract your audience to the lounge during break times! The size of the lounge is approx. 5x5 meter.

- ✓ 2 SDGC tickets
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 1 representative
- ✓ Receive the SDGC18 attendee list

✓ Small size logo in all media

✓ 1 year SDN Corporate Membership

EVENT APP

10.000 EURO

Reinforce your position as a partner of SDGC18 by sponsoring our Event App.

The program, speakers, conference news – it will all be communicated via this App – and your brand will be the centre of attention.

- ✓ 2 SDGC tickets
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Get access to our exclusive VIP Dinner for 1 representative
- ✓ Receive the SDGC18 attendee list

✓ Small size logo in all media

✓ 1 year SDN Corporate Membership

VENUE WIFI

7.500 EURO

Sponsoring the Wifi will bring high perception to your brand! Your brand will be visible in the Wifi Login, which will be communicated all over the conference venue – and of course you will receive additional benefits:

- ✓ 1 SDGC ticket
- ✓ Get priority access to all side-events and parallel sessions
- ✓ Receive the SDGC18 attendee list

✓ Small size logo in all media

✓ 1 year SDN Corporate Membership

IN-KIND PACKAGES

Become a SDGC18 merchandise partner with one of the listed items and enjoy strong visibility throughout all conference days with a truly global conference. SDN will take care of the design and production.

LANYARDS

10.000 EURO

Get your brand on our lanyards! All attendees will be wearing the lanyards on both conference days, giving you high visibility as a partner of SDGC18!

- ✓ 1 SDGC ticket
- ✓ Receive the SDGC18 attendee list
- ✓ Small size exhibition space
- ✓ 1 year SDN Corporate Membership

BOOKLETS

10.000 EURO

Our delegates love notebooks – and they keep them for ages! As a Booklet Sponsor your brand can feature on the official conference notebooks and be visible as a key partner of SDGC18! We will make sure all of our delegates will receive one of the booklets in their SDGC18 attendee bag.

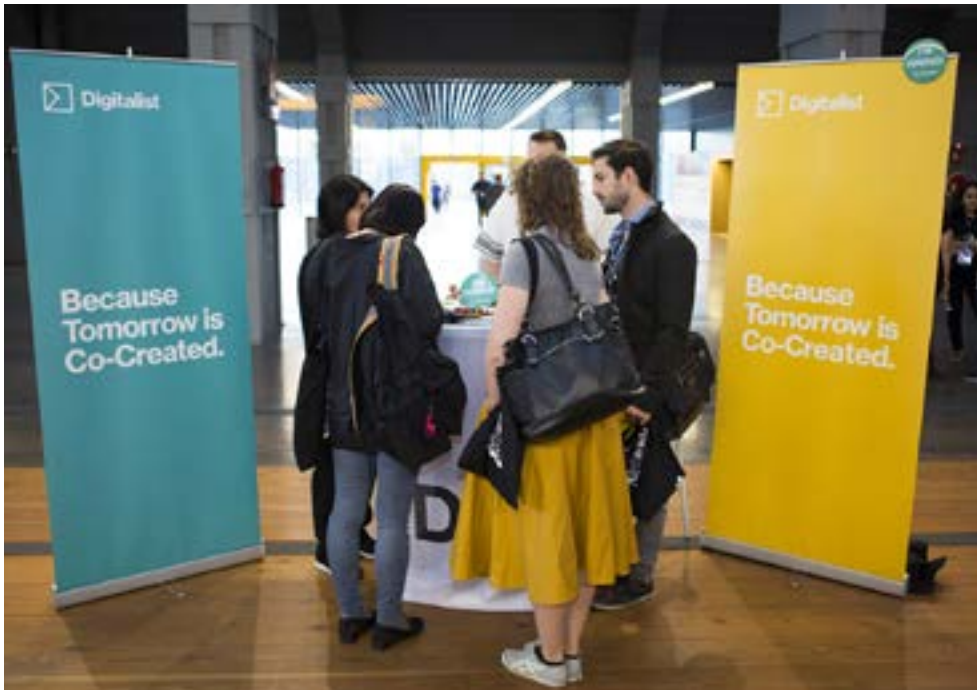
- ✓ 1 SDGC ticket
- ✓ Receive the SDGC18 attendee list
- ✓ Small size exhibition space
- ✓ 1 year SDN Corporate Membership

PENS

3.000 EURO

'Sharpies' are THE workshop pens. Get your brand on our personalized Sharpies and be highly visible as a partner of SDGC18! We will make sure all of our delegates will receive one of the pens in their SDGC18 attendee bag.

EXHIBITOR PACKAGES



Book a dedicated exhibition space to boost your presence at SDGC18 and engage with the attendees.

LARGE

7.000 EURO

3x3 meter space –
you are able to design
according to your needs
and ideas.

MEDIUM

5.000 EURO

2,5x2,5 meter space
– you are able to design
according to your needs
and ideas.

SMALL

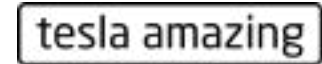
3.000 EURO

2x2 meter space
– you are able to design
according to your needs
and ideas.

PREVIOUS PARTNERS



CONTINUUM



ABOUT SDN

Service Design is crucial for all private and public organisations that want to innovate and improve their service strategies, offerings and their user experiences. It has been practiced on a global level for more than ten years. Ever since there have been more and more organisations creating successful results using service design. As a young and emerging field, service design facilitates a joint effort, leveraging knowledge, competences and methods across management, marketing, research and design disciplines.

The **Service Design Network (SDN)** is the platform to connect with like-minded, passionate service designers from companies, agencies and universities, as well as curious innovators who embrace and apply this approach in order to improve their organisations and for people.

The main purpose of SDN is to **build awareness and “hunger”** for service design in the public and private service sector and in the world of politics.

We strongly believe that by creating a pull from the market for Service Design we will also strengthen our agencies, we will strengthen the opportunities for our academic members, and we will strengthen the relevance of service design in industries.

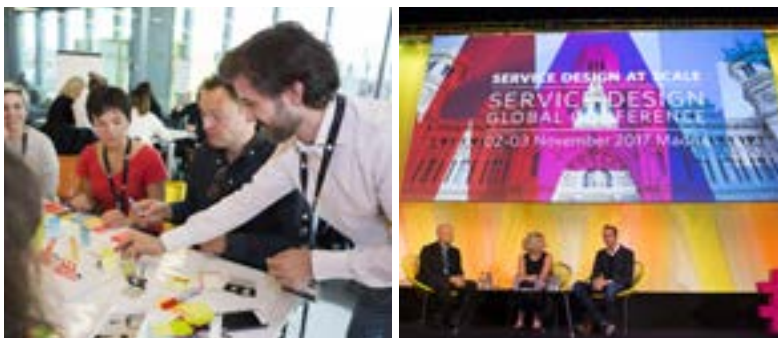
The impact the SDN has as a networking organisation, is to strengthen the discipline of service design. This impact is increasing with our growing number of members and local chapters around the globe. The annual global conference is an outstanding opportunity to receive insights, discover innovative practices and to connect to an open-minded and enthusiastic circle of change-makers.

SDGC18 VENUE

Dublin is not only the cultural capital of Ireland and a centre for academic research and innovation but also home to the European headquarters of many of the world's leading corporations and a lot of world famous tourist attractions. That makes Dublin the perfect destination for SDGC18 while the Convention Centre Dublin – the world's first carbon-neutral constructed convention centre – with its truly iconic location will serve as a unique and inspiring venue.



THIS WAS SDGC17



For the the Service Design Network's 10th annual global conference, we hosted more than 700 professionals from 44 countries in Madrid, Spain, making it our biggest event yet! By means of talks and workshops, we explored the topic of Service Design at Scale as service design continues its journey from novelty to the new normal. Non-designers and designers alike are embracing the mindset that service experience matters, that we can no longer work in silos, that customer value and business value need to be balanced, and that we need to move quickly, but be aligned and have a clear picture of our objective. SDGC17 included great presentations and workshops, such as :

- Mike Press and Hazel White talking about the impact of Service Design in Scotland
- Kerry Bodine reflecting that happy customers lead to happy shareholders
- Jamin Hegeman from Capital One sharing how he learned to stop worrying and give service design away
- Doblin founder and Deloitte Managing Director Larry Keely revealing a framework on the 10 types of innovation

WE LOOK FORWARD TO HEARING FROM YOU

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