



CALL FOR HOST CITY

**SERVICE DESIGN
GLOBAL CONFERENCE**

SDGC20

HOST A SDGC

Hosting the Service Design Global Conference (SDGC) is a great opportunity to put your city in the spotlight and make it the focus of the biggest and most exciting service design gathering in the world. You won't be doing it alone as each year our SDN headquarters (HQ) gives the local host team lots of practical hands-on support and invaluable advice based on our experience of the last ten years. This includes event and project management support, communications, identity, PR, ticketing and social media too.

The SDGC is the annual get-together of thinkers, doers and leaders. The exchange of experiences, ideas and different perspectives with the open-minded and creative service design community is the highlight of the service design year and a must for anyone interested in public or private sector service innovation! With an increasing number of attendees every year, the SDGC welcomes an international audience and offers the opportunity to learn, share and network with business partners, designers and academics through two buzzing and vibrant days of inspiring talks and intense breakout sessions. The attendees are also given the opportunity to participate in side-events such as Master Classes, the exclusive SDN Members Event, and other activities that are part of the local flavour of the host location.



Attendees

800+ Professionals



Target Audience

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



Unique Experience

24+ hrs of workshops and talks

ABOUT SDN

Service design is crucial for all private and public organizations 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 organizations 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.

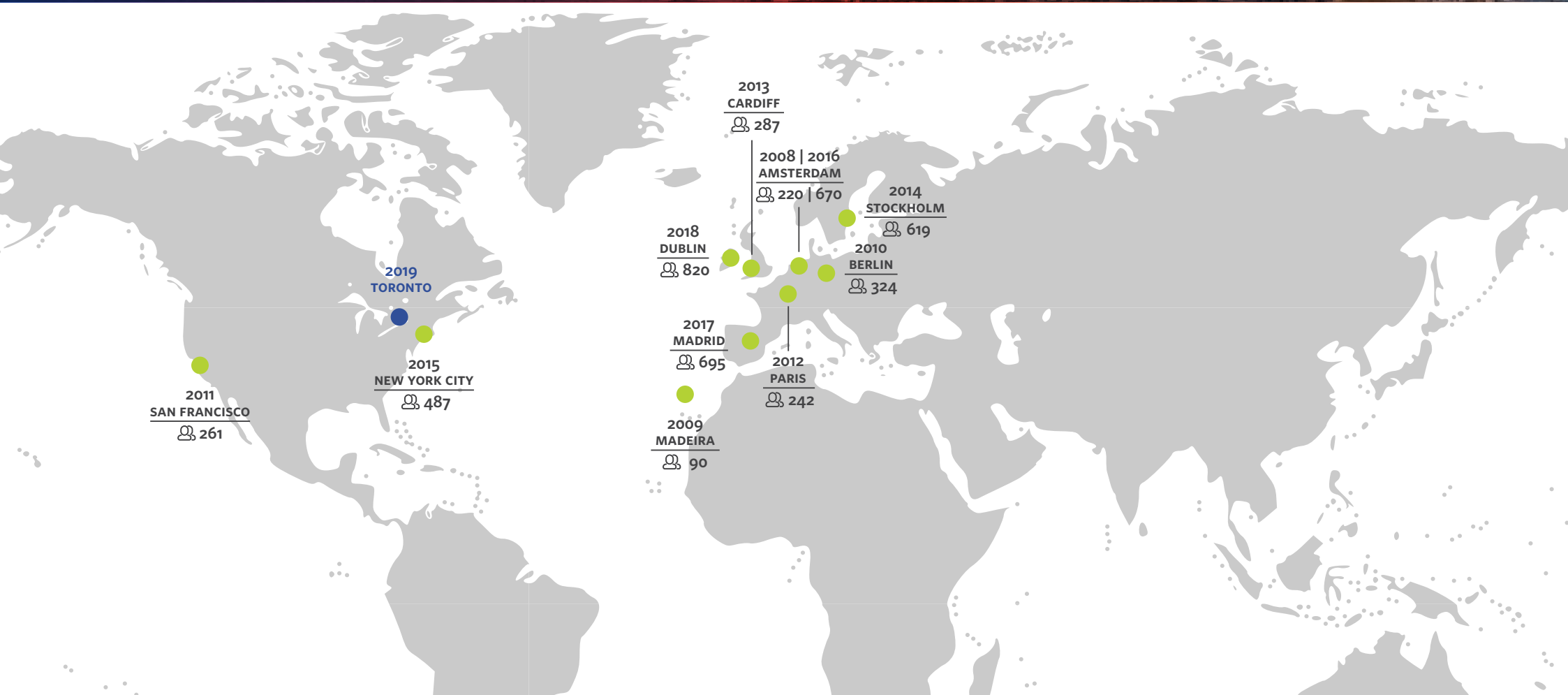
Service Design Network (SDN) is the platform to connect with like-minded, passionate service designers from companies, agencies and universities, as well as curious innovators who embrace and apply this approach in order to improve their organizations.

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 SDN has as a networking organization 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.

Support us in shaping the future of service design to ensure it becomes the new normal!

SDGC HISTORY





CONFERENCE TIMELINE

To give you an idea on tasks and processes involved in planning the SDGC please find an exemplary representation of the timeline, broken down into 6 phases.



CONFERENCE TIMELINE

<p>ACTION</p>	<p>Month 1: Theme, Team & Application</p> <ul style="list-style-type: none"> Define team and review conference support material Define conference theme Complete application form and budget plan Send to SDN and respond to feedback 	<p>Month 2: Go Public & Refine</p> <ul style="list-style-type: none"> Upon approval from SDN Events Board, announce conference theme and key dates Select venue and insurance, sign contract with the venue Set-up conference website together with SDN HQ Refine conference content and initiate call for speakers Set-up ticketing platform and ticket types Review speaker submissions Develop first event visuals 	<p>Month 2: Organize Contracts</p> <ul style="list-style-type: none"> Select AV / technical producers and catering Research speaker accommodation & recommendations for attendees Website should be live with key dates, maps and venue information Open early bird tickets Finalize speakers and conference content Release conference media kit, reach out to press
<p>EXTERNAL COMMUNICATION</p>		<ul style="list-style-type: none"> Early bird tickets Call for speakers Announce venue 	<ul style="list-style-type: none"> Press kit released Sponsor brochure Call for volunteers 

CONFERENCE TIMELINE

ACTION

Month 4: Participant Care

- Program goes live
- Open call for volunteers
- Define shifts for volunteers
- Open normal tickets (early bird closed)
- Get speaker agreements signed
- Arrange travel and accommodation
- Send out media kits
- Gather sponsors
- Develop branded conference materials

Month 5: Produce Materials

- Finalize sponsor agreements
- Produce and print all conference materials: Signage, badges, logos, programs, posters, lanyards, t-shirts, tote bags etc.
- Send key communication and wayfinding kits to speakers and volunteers
- Send attendees additional information / newsletters about program and speakers

Month 5: Conference is go!

- Team meetings
- Meet and greet key participants
- Speaker and volunteer care and walkthrough
- On-site set-up
- Furniture and AV set-up
- Signage set-up
- Catering

EXTERNAL COMMUNICATION

- Normal tickets
- Program live
- Speakers live



- Promote content
- Newsletters
- Side / satellite events announced



- Tickets sold-out!
- Event coverage
- Post-event promo



CONFERENCE TIMELINE

This is a benchmark model based on past SDGC.

Content Formats:

- Talks & keynotes
- Workshops
- Panel discussions - multiple speakers
- Networking sessions
- Exhibitions (companies, sponsors or competitions)

DAY 01

Registration	1 hour
Opening / Introduction	10 - 30 minutes
Morning Keynotes	1 - 2 hours
Coffee Break	20 - 30 minutes
Talks / Workshops	1 - 2 hours
Lunch	60 - 90 minutes
Talks / Workshops	1 - 2 hours
Coffee Break	20 - 30 minutes
Talks / Workshops	1 - 2 hours
Reception / Dinner	2 - 3 hours

DAY 02

Registration	1 hour
Keynotes / Talks	1 - 2 hours
Coffee Break	20 - 30 minutes
Talks / Workshops	1 - 2 hours
Lunch	60 - 90 minutes
Talks / Workshops	1 - 2 hours
Coffee Break	20 - 30 minutes
Panel Discussions	1 hours
Closing / Keynote	30 - 60 minutes
Networking / Party	2 - 3 hours

HOST TEAM

Responsibilities

Local Venue Guidance

You are our only support in the proposed city. We believe you and your judgement. We will need a lot of guidance, suggestions and management for venue selections - not only for the main conference but also for various side events.

Hotel Selection Guide

Your conference is only as good as your coffee. That being said, we need to provide our attendees and our VIPs with upmost hospitality and service and you will be the one who will help us achieve that.

Speaker and Workshop Facilitator - Input and Outreach

Organizing an event is a complex task. We require as much input and connections as possible to make it diverse and focused both at the same time. We will need your support for choosing the speakers and finalizing the workshops and program which suit best the conference theme.

Conference Experience Input

There are many things that can go wrong while organizing such a huge event, and there are many that will make the event a mega success. We want to know from you what we can improve to make this event a bigger success than the predecessor.

Local Experience Input, Design and Execution

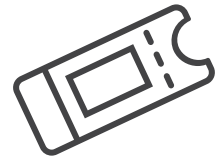
You know the ways and traditions of the city you have proposed. We want to know them all and use them to give the event a local flavour. You will be the ones to design these local experiences.

Sponsorship Input and Outreach

It all comes down to finances. We would love to get your inputs on the sponsorships we can get from local and global companies to make it happen.

HOST TEAM

Benefits



Free Conference Tickets

You will get upto 8 free tickets for SDGC20



Social Media Coverage

All the local team members will get social media coverage on our channels.

PROPOSAL

Requirements

Indicate Team Structure

Indicate the chair or co-chairs and key-members of the planning committee, including biographies for each individual.

Service Design Scene in Your City

Describe the service design community in your city. Also, indicate whether you have a local SDN chapter.

Please note that proposals must be in partnership with an SDN chapter or an SDN chapter in the process of applying.

Previous SDN Attendance

Have you been to an SDN national or global conference? How was your experience? What did you enjoy the most? What can we improve?

Your Motivations

Why do you want to bring an SDN conference to your city and country?
Why is the proposed city a great place to have the next SDGC?

Potential Venues

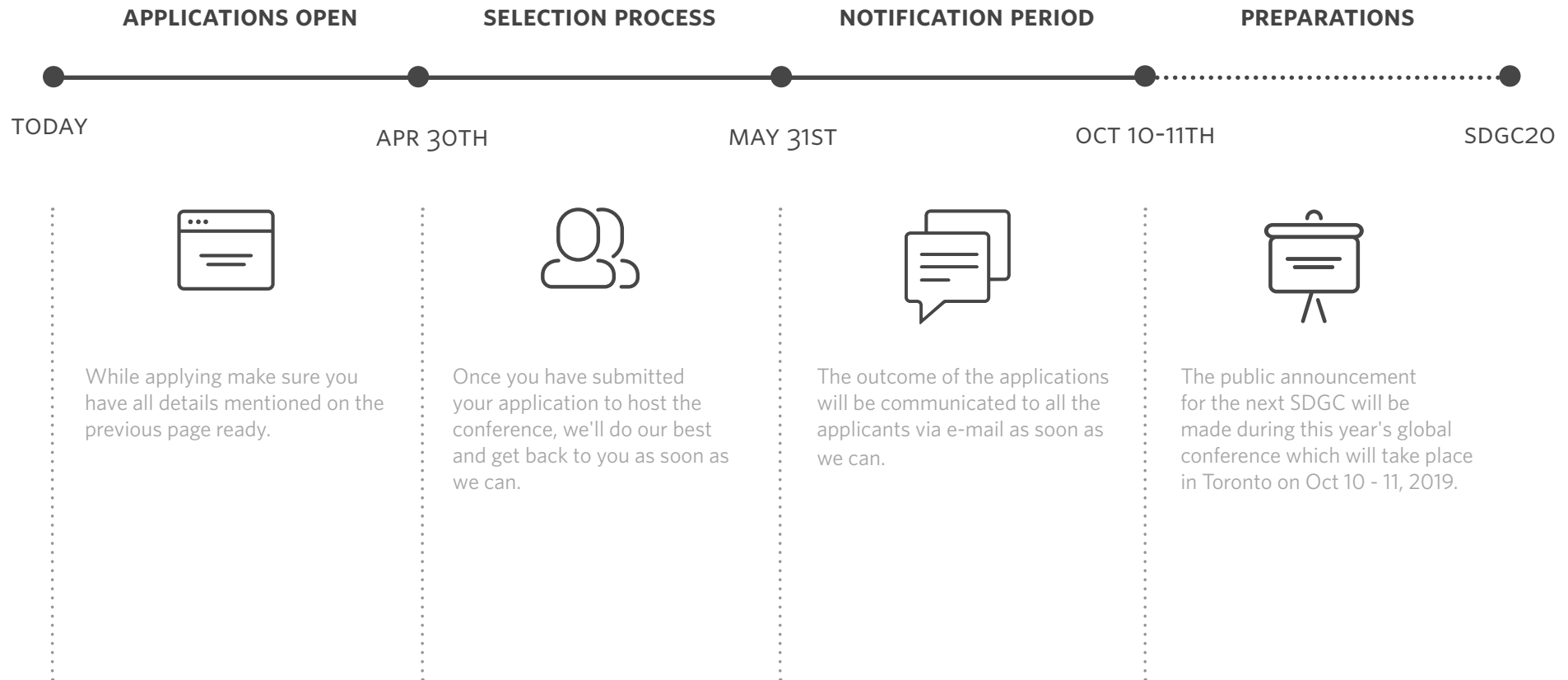
List of potential venues that can accommodate 600-800 people, with breakouts for 250-300 people and at least 8 workshop locations for the main conference days.

Also a list of potential venues for side events like our exclusive SDN Member's day and Reception, Master Classes, SDGC Reception and SDN Management team meeting.

Please send us your proposal in the form of a PDF presentation that includes visuals of the venues as well as the city to give us a feel of the conference experience to sdgcallforhost@service-design-network.org.

TIMELINE

Important dates



IMPRESSIONS



What is SDGC

Check out what exactly SDGC is and how it went global in the past years.

[ABOUT SDGC](#)



How SDGC feels

Check out our picture gallery to get an idea of what our global conference looked like in the past years.

[PAST SDGC](#)

A cityscape at sunset with a tall tower on the right. The sky is a mix of blue and orange, and the buildings are silhouetted against the light.

WANT TO BRING THE SERVICE DESIGN COMMUNITY TOGETHER IN YOUR CITY FOR SDGC20?

Apply by sending your proposal to us at:
sdgcallforhost@service-design-network.org