

# PRESS KIT

## SERVICE DESIGN GLOBAL CONFERENCE

10-11 October 2019 Toronto  
Exclusive Side Events 09 Oct

# SDGC AT A GLANCE



Date:  
October 10-11, 2019,  
with the exclusive SDN Members Event  
occurring October 9, 2019



Over a decade active:  
11 years, 10 cities, 10 countries and  
edition number 12 in Toronto



Attendee Profile:  
800+ public and private sector professionals,  
including senior management, academia, SMEs,  
customer service and business development



Award's Presentation:  
Recognizing professional and academic  
excellence in service design



Location:  
Evergreen Brick Works (Toronto, Canada)



One Network:  
Empowering transformational change  
and innovation

# ABOUT

## Who we are

Service Design Network (SDN) is the leading non-profit organization committed to global growth, development and innovation within the practice of service design. Through the activation of events, publications and advocacy, our network brings together agencies, businesses and government with the aim of strengthening the impact service design has on both the public and the private sector.

We foster creativity, embrace open-mindedness and work tirelessly in pursuit of a world where service design is adopted as the new normal.

[SDN Website](#)



## SDGC19

SDN is pleased to once again host the annual Service Design Global Conference (SDGC) which takes place in Toronto from October 10-11 (exclusive SDN Members Event occurs October 9). During this time, we will welcome over 800 service design practitioners, academics, managers, business developers, changemakers and other engaged stakeholders to share insights, discover the latest trends, work with innovative tools and connect with a creative community committed to a better world with better services.

In the 12th year of its existence, having taken place previously in such dynamic cities as Dublin, Madrid, Amsterdam and New York, our conference offers inspiring presentations, hands-on workshops, exhibitions, an award's celebration and plenty of opportunities to experience service design at its best.

[SDGC Website](#)



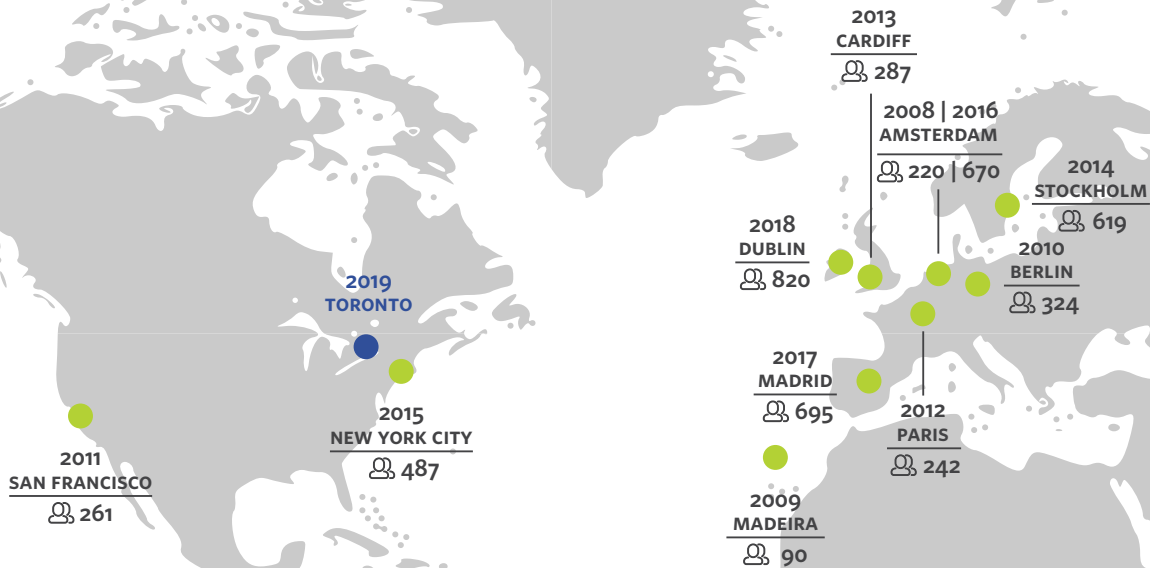
# THE VENUE

Evergreen Brick Works, opened in 2010, is a global award-winning public space showcasing best practices in green design. A former brick-making factory, this space now stands as an eco-complex combining historic buildings and modern architectural features which allows visitors to see first-hand the sustainable practices that enable cities of the future to flourish.

We find this “living” case study a compelling example of how society can develop new and transformational ways to approach complex problems which, in turn, makes for the perfect backdrop for the service design community to come together to explore the kind of next-generational thinking and discussion that leads to action.



# SDGC HISTORY



# OUR SDN PRESIDENT

SDN President - Birgit Mager

Birgit Mager is Co-Founder and President of the Service Design Network, the leading non-profit organisation committed to global development and innovation within the practice of service design.

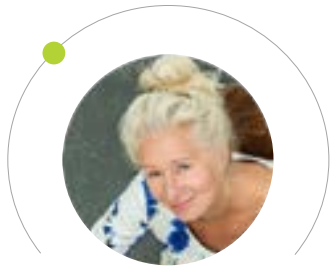
Since 1995, Birgit Mager has held the first professorship for service design worldwide and been a leading figure in developing the field, in theory, methodology and practice.

She is a published author and in-demand lecturer and keynote speaker, contributing heavily to the establishment of service design as an independent and growing discipline.

In 2006, she founded sedes research, the Center for Service Design Research at the Cologne University of Applied Sciences as an international exploratory environment for service design in practical and academic research.

She conducted projects with Deutsche Telekom, Deutsche Bank, SBK and the City of Cologne—to name a few. She also co-founded Touchpoint, the International Journal of Service Design, as well as the SDN Academy, an educational network on its way to becoming an internationally recognised program!

Ms Mager also sits on numerous boards and regularly serves as external examiner and as jury member for design competitions around the world.



**Birgit Mager**  
SDN President

# SDGC19 SPEAKER LINE-UP

For our Service Design Global Conference 2019 (SDGC) a mixed group of international experts will come on stage. Below you'll find a our SDGC19 keynote speakers. Their fields of expertise span across the entire range of disciplines related with service design: Design thinking, social design, systems thinking and experience design. These great minds will take you on a two-day journey on how to help build the bridges necessary to design a world that reflects the nature of the practice it is build upon: Human-centered, co-creative, and value-driven.

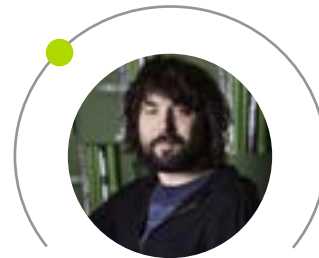
Check out more of our speakers on our [SDGC19 conference website](#).



Zita Cobb | Fogo Island Inn



Steph Hay | Capital One



Tom Szaky | TerraCycle & Loop



Jesse Wentz | CBC Radio

# IMPRESSIONS



## Images

View our image gallery which provides impressions from our exciting 11-year service design conference history.

[Picture Gallery](#)



## Presentations

Gain an understanding of the valuable knowledge and insights shared by our guest speakers by exploring presentations from our past global conferences (print and video formats).

[Video Gallery](#)



# SDGC19 PRESS RELEASE

## SDGC19 Press Release

Service Design Network (SDN) is pleased to once again host the annual Service Design Global Conference (SDGC) which takes place in Toronto from October 10-11, 2019.

The Service Design Global Conference is the annual gathering of 800+ service design thinkers, doers and leaders for a 2-day event dedicated to supporting the growth of service design and the ongoing success of the members who make up our network. In its 12th year of existence, having taken place previously in such dynamic cities as Dublin, Madrid, Amsterdam and New York, our conference offers inspiring presentations, hands-on workshops, exhibitions, an award's celebration and plenty of opportunities to experience service design at its best. The sharing of experiences, ideas and diverse perspectives is unprecedented and thanks to the open-minded and creative nature of the service design community who attend, participants are guaranteed to mark this event as the highlight of their service design year.

Working under the theme „Building. Bridges“ our conference will look at ways in which service design can be a true change agent. As both facilitators and disruptors, connectors and creative strategists, service designers build bridges between organizations and their customers, between government and its people, between disciplines, between silos, between each other.

We believe in the power of service design in creating a brighter future for everyone and welcome SDGC19 as an opportunity to showcase the many facets of our practice and how it is poised to transform how we work on a global scale.

## Short Abstract

Service Design Network (SDN) will once again host the annual Service Design Global Conference (SDGC) taking place in Toronto from October 10-11, 2019. Our conference will once again bring the best of the best together to celebrate all that is new and noteworthy within the practice of service design. Working under the theme “Building Bridges,” our conference will look at ways in which service design can become a true change agent, all while celebrating its transition away from the fringe and into the new normal  
#SDGC19 #ServiceDesign

## Promotional Material



SDGC19 Promotional Banner



SDGC19 SDN Logo



SDN President - Birgit Mager (image)

# WE LOOK FORWARD TO HEARING FROM YOU



**Yasmin Crosio**  
Event Manager

**Get in Contact**



**Service Design Network gGmbH**  
Josephstraße 33  
50678 Cologne, Germany  
+49 (0) 221 9235 6561  
[conference@service-design-network.org](mailto:conference@service-design-network.org)

