



# CALL FOR HOST CITY SERVICE DESIGN GLOBAL CONFERENCE 2019

*EXTENDED DEADLINE: AUGUST 10, 03:00 PM CEST*

# HOST A SDGC

Hosting the 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 SDN 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 Masterclasses, 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

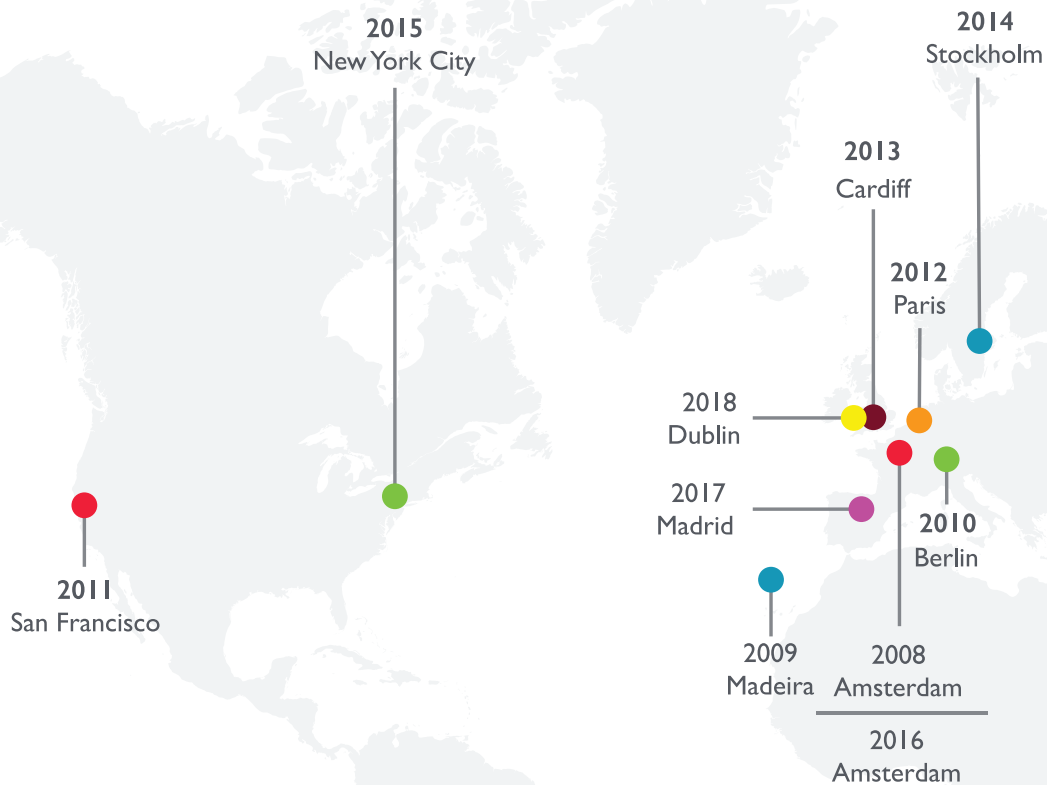


## Unique Experience

24+ hrs of workshops and talks

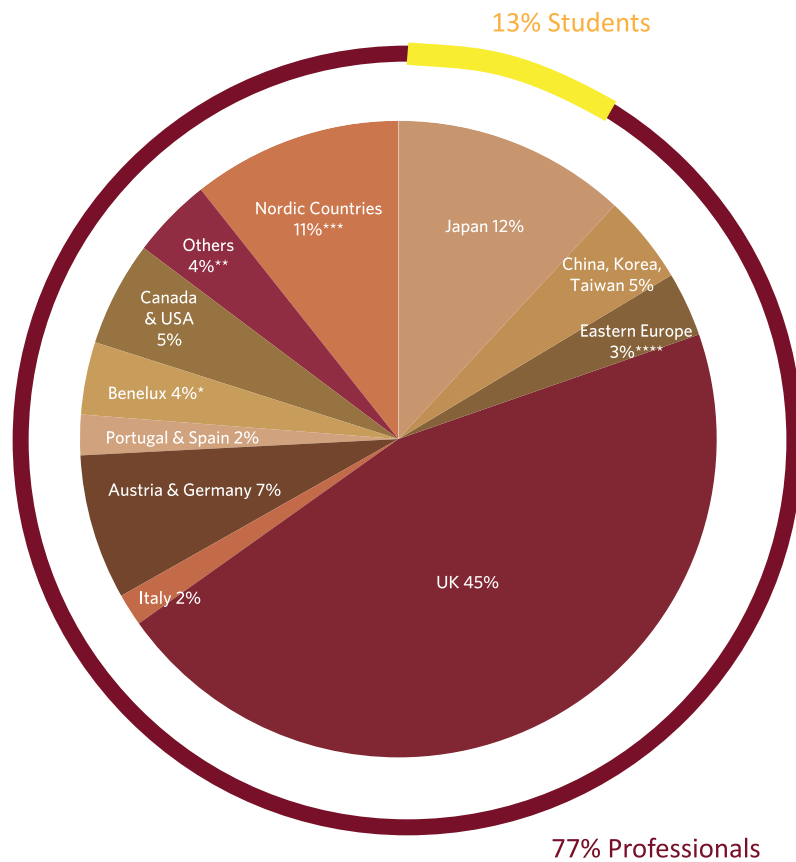
# SDGC

## JOURNEY THROUGH THE HISTORY



# SDGC13

## Facts and Figures



SDGC13 Attendees: 287

45% Local 65% International

### Transformation through Service Design

#### CARDIFF, UK

SDGC13 Host City

#### Venue

Wales Millennium Centre  
Bute Place, Cardiff Bay,  
Cardiff CF10 5AL  
United Kingdom

#### Local Team Responsible:

Paul Thurston, Chris Brooker and Diana Olivera

#### SDN Chapter

SDN UK Chapter

# SDGC14

## Facts and Figures



SDGC13 Attendees: 619

30% Local 70% International

### Creating value for Quality of Life

#### STOCKHOLM, SWEDEN

SDGC14 Host City

#### Venue

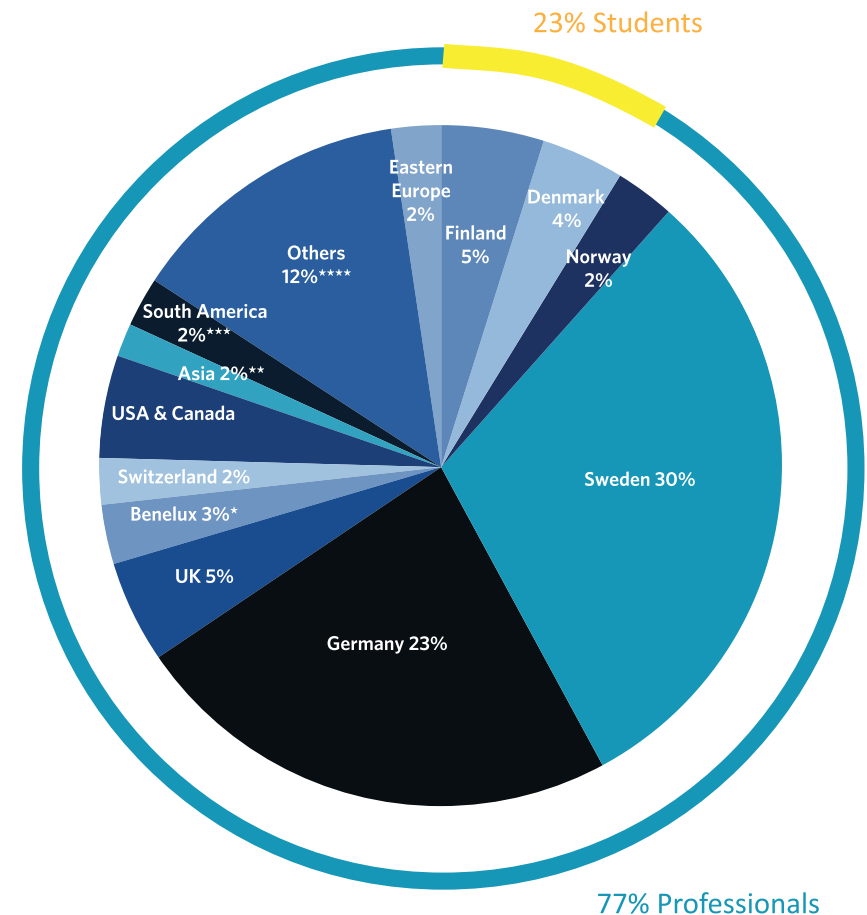
Torkel Knutssonsgatan 2,  
118 25 Stockholm,  
Sweden

#### Local Team Responsible:

Stefan Moritz, Magnus Bergmark

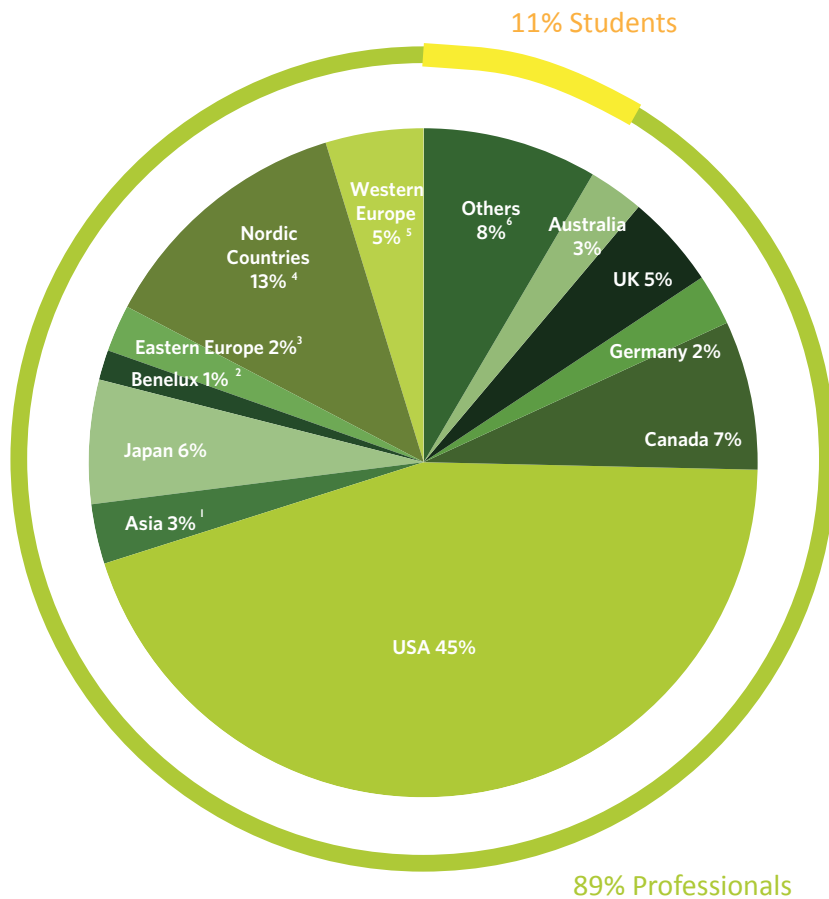
#### SDN Chapter

SDN Sweden Chapter



# SDGC15

## Facts and Figures



SDGC15 Attendees: 487

45% Local 55% International

### A Journey to Value

#### NEW YORK, USA

SDGC15 Host City

#### Venue

1202

Theresa Lang Community and Student Center

Arnhold Hall

55 West 13th Street, New York,  
USA

#### SDN Chapter

SDN DC Chapter

# SDGC16

## Facts and Figures



SDGC16 Attendees: 670

20% Local 80% International

### Business as Unusual

#### AMSTERDAM, NETHERLANDS

SDGC16 Host City

#### Venue

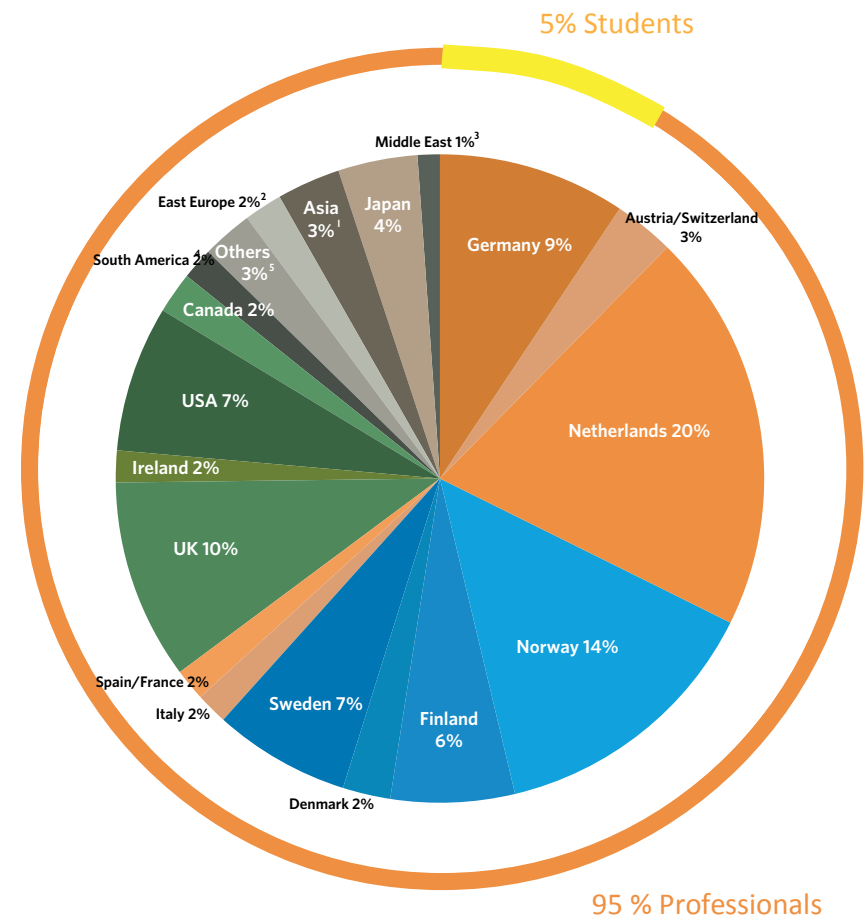
Zuiveringshal West  
Pazzanistraat 33,  
1014 DB Amsterdam,  
Netherlands

#### Local Team Responsible:

Esther van der Hoorn, Geke van Dijk, Marc Fonteijn

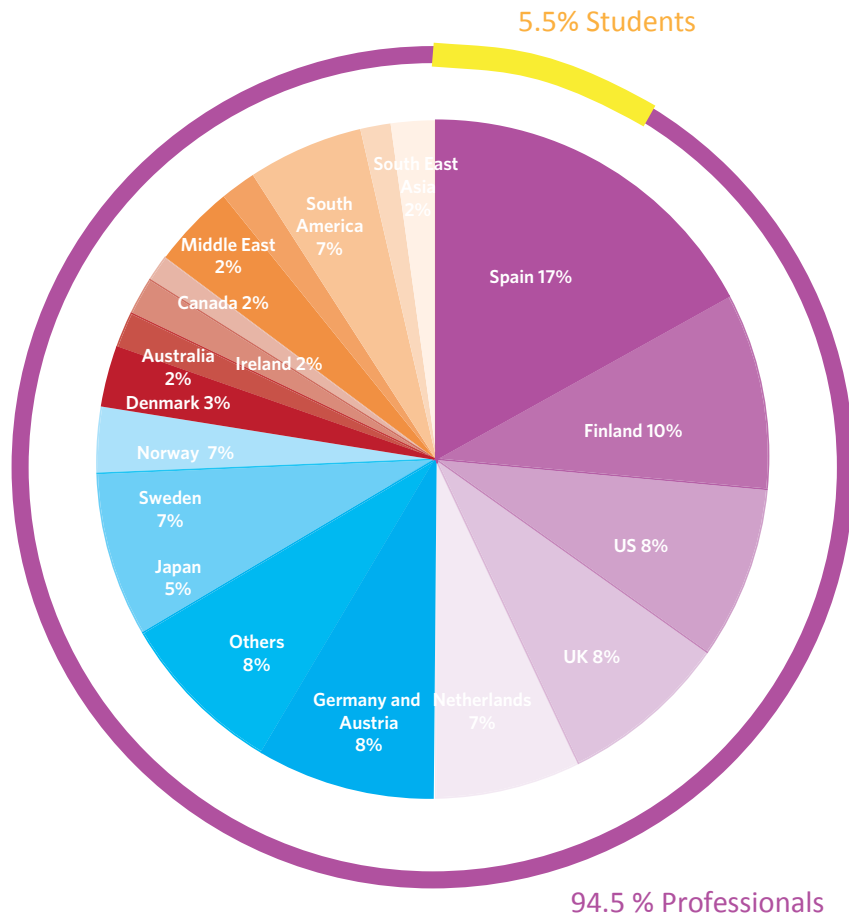
#### SDN Chapter

SDN UK Chapter



# SDGC17

## Facts and Figures



SDGC17 Attendees: 695

17% Local 83% International

### Service Design at Scale

**MADRID, SPAIN**  
SDGC17 Host City

#### Venue

La Nave,  
Calle Cifuentes, 5,  
28021 Madrid,  
Spain

#### Local Team Responsible:

Rafael Rebolledo, Anxo Lopez, David de Prado

#### SDN Chapter

SDN Spain Chapter





# HOST TEAM

## Responsibilities

### **Local venue guidance**

You are the local experts. We look to you to help us navigate your city, select a great venue that showcases the appeal of our city, and provide guidance on hotels in good neighborhoods near the venue.

### **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 selection input and outreach**

Put your mark on the ideas and voices on stage at this global event by identifying and connecting with invited speakers and workshop leaders. In addition, led your perspective to selecting speakers through our call for speakers.

### **Conference experience input**

Beers poured by a local brewer. Baristas serving coffee from a mobile coffee cart. An ambulance driven on stage to demonstrate the power of putting yourself in someone else's shoes. These are just some of the ideas previous hosts have brought to the experience. What will you add?

### **Local experience input, design and execution**

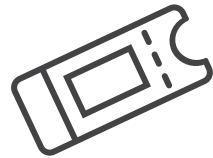
Experience matters, especially for a conference focused on service design. We look to you help identify experiences that will bring in the local flavour of the host city and country to make the event a unique experience.

### **Sponsorship input and outreach**

We provide many compelling sponsoring options at different levels. We look to you for guidance and connections to local and global companies that will help bring the conference to life.

# HOST TEAM

## Benefits



### Free Conference Tickets

You will get upto 8 free tickets for SDGC19



### Social Media Coverage

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

Most Importantly, grow your national Service Design community!

# PROPOSAL

## Requirements

### **Indicate team structure**

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

### **Service design scene in your city**

Describe the service design community in your city. Also, indicate whether an local SDN chapter is in place.

### **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 a 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 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 the Exclusive SDN Member's Day and Reception, Masterclasses, SDGC conference reception, Speaker's dinner and SDN management team meeting.

### **Potential academic partners**

List of potential partner universities that could be partners for hosting the Young's Talent Day or even for provision of Volunteers during the event.

### **Rough Budget Plan**

A rough estimate of all the major costs that will incur for this event organization (total with the breakdown in venue costs, side events, catering, AV, material costs, etc.)

# PROPOSAL

## Rough budget estimate

Your budget estimate should include the following details:

### **Main Conference Venue Costs**

- Venue rental (Setup, security and cleaning)
- Breakout session rooms rental
- Registration space rental
- Exhibition space rental
- Cloakroom rental (with equipments)
- Organiser Office (for SDN & local staff) rental
- A/V for Keynotes, breakout sessions, workshops with photo and video coverage of the event and technical support
- Furniture for Keynotes, breakout sessions, workshops.
- Set-up and dismantling

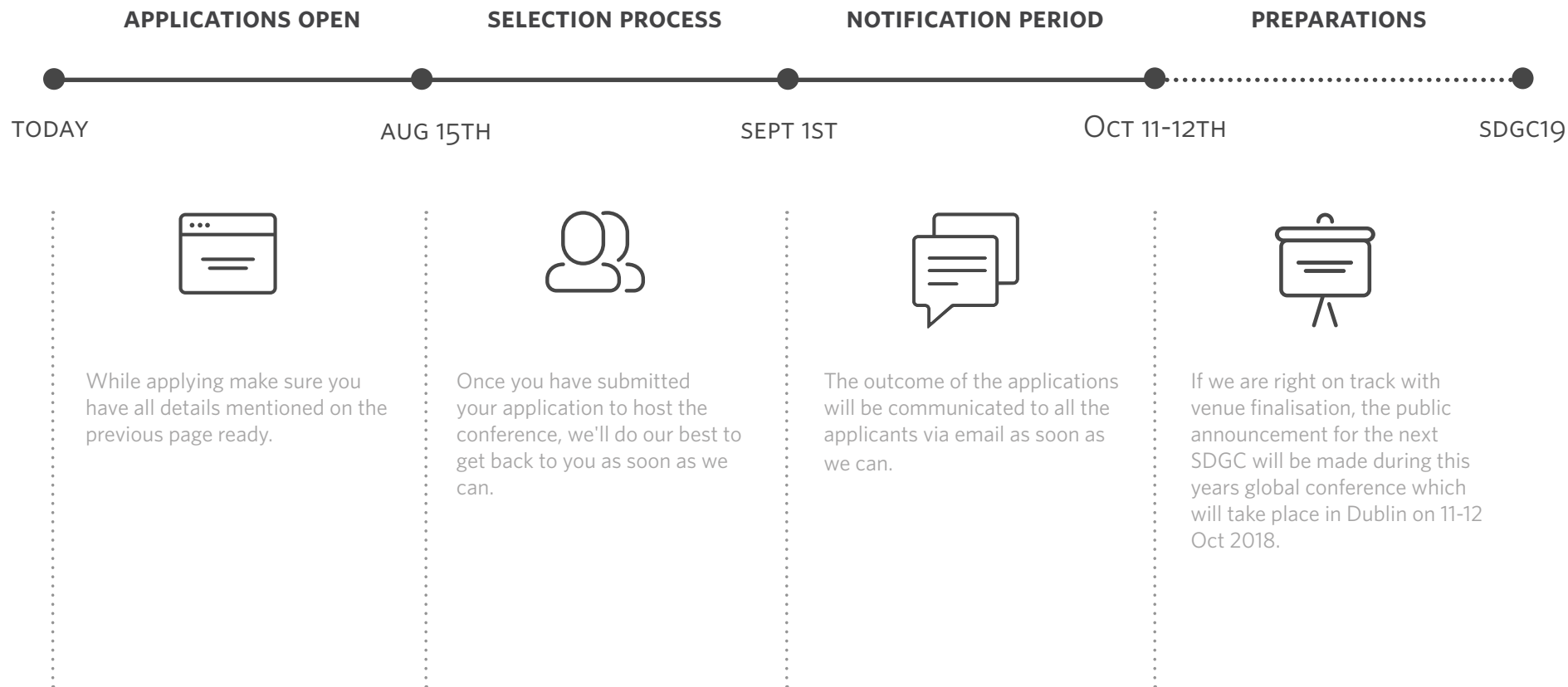
- Catering for 800+ people (Welcome Coffee, two coffee breaks and lunch for both days)
- Branding
- Materials
- SDGC Reception venue (set-up and cleaning)
- SDGC Reception catering for 800+ people

### **Member's day Venue Costs**

- Venue rental
- AV
- All day catering for 400 people (Light snacks/ Coffee and water)
- Member's Day reception venue (set-up and cleaning)
- Member's Day reception catering

# TIMELINE

## Important dates



# IMPRESSIONS



## What is SDGC

Check out what exactly is SDGC and how it went global in last the 10 years.

[ABOUT SDGC](#)



## How SDGC feels

Check out our picture gallery to get an idea of what the Service Design Global Conferences looked like.

[PAST SDGC](#)



Want to bring the service  
design community  
together in your city for  
SDGC19?

**SUBMIT YOUR PROPOSAL**

Apply by sending your proposal to us at:  
[sdgcallforhost@service-design-network.org](mailto:sdgcallforhost@service-design-network.org)



# 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.