CALL FOR HOST CITY

SERVICE DESIGN
GLOBAL CONFERENCE

2023

SDN ∞

SERVICE DESIGN NETWORK

HOSTING THE CONFERENCE

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 Service Design Network (SDN) headquarter and volunteer team gives the local host team lots of practical hands-on support and invaluable advice based on our experience of the last fourteen 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

Service Designers and leadership working in agencies and in-house in the private and public sectors.
Students and the Academic community.
Those commissioning and selling Service Design.

Unique Experience

2 days of talks, pre-conference workshop day and networking

ABOUT THE 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 twenty 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.

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.
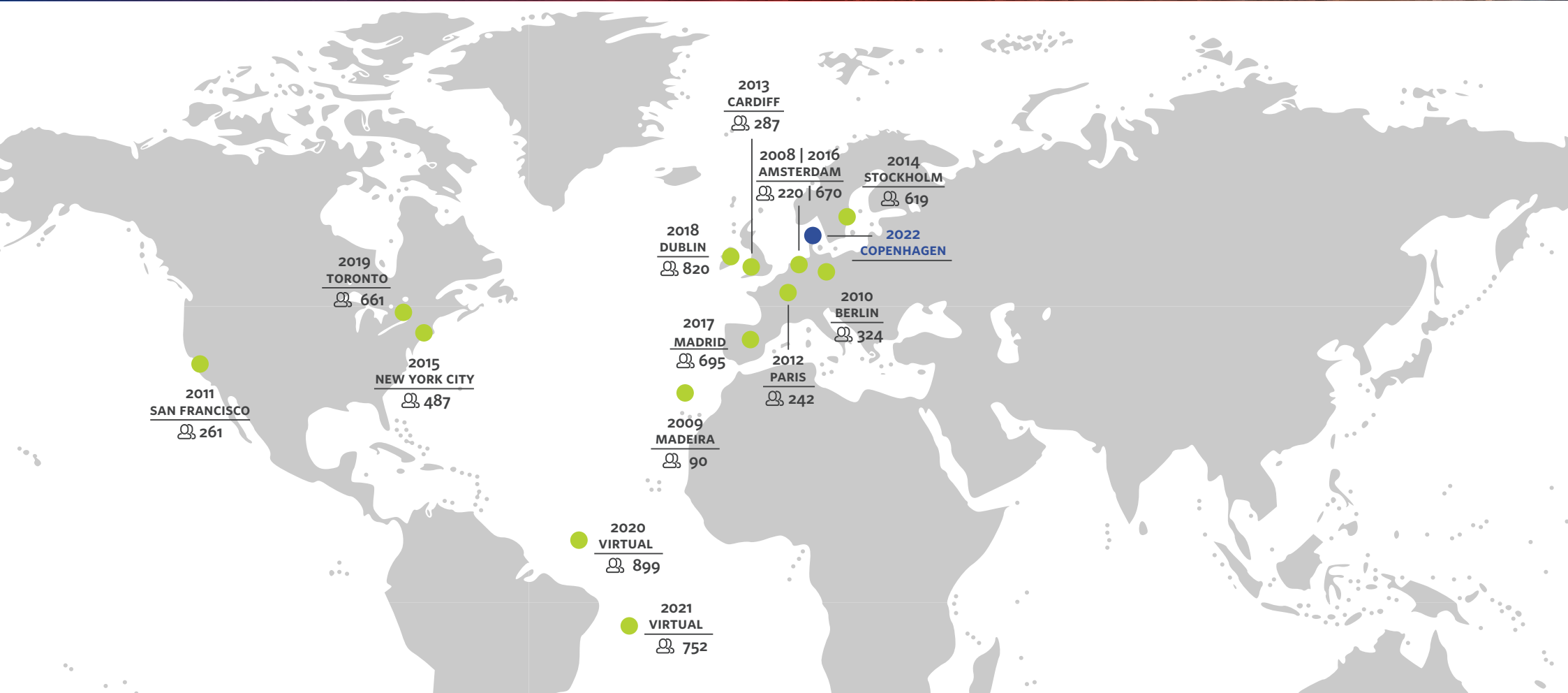
The main purpose of the SDN is to **build awareness and "hunger"** for service design in the public and private service sector and in the world of politics. We strongly believe that by creating a pull from the market for service design we will also strengthen our agencies, we will strengthen the opportunities for our academic members, and we will strengthen the relevance of service design in industries.

The impact that the SDN has as a networking organisation, is to strengthen and grow the discipline of service design. This impact increases with the growing number of members and local chapters around the world.

The annual global conference is an outstanding opportunity to be inspired, discover innovative practices and to connect with an enthusiastic network of fellow change-makers.

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

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CONFERENCE HISTORY

2013 CARDIFF 287

2008 | 2016 AMSTERDAM 220 | 670

2014 STOCKHOLM 619

2022 COPENHAGEN

2018 DUBLIN 820

2019 TORONTO 661

2010 BERLIN 324

2017 MADRID 695

2012 PARIS 242

2015 NEW YORK CITY 487

2011 SAN FRANCISCO 261

2009 MADEIRA 90

2020 VIRTUAL 899

2021 VIRTUAL 752

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CONFERENCE TIMELINE

To give you an idea of the process and tasks required in planning and delivering the Service Design Global Conference, here's a representative timeline, broken down into six phases. Some of these activities are carried out by the local host team (yourselves), whilst others are the responsibility of the volunteer and headquarter teams. The whole conference team works closely together of course.

CONFERENCE TIMELINE

ACTION	Month 1: Team & Plan	Month 2: Go Public & Refine	Month 2: Front stage
	• Define team, identify possible venues and review conference support material • Define conference theme • Complete application form and budget plan • Send to SDN and respond to feedback	• Upon approval from SDN Events Board, host team to work closely with the volunteer and HQ team • Announce conference theme and key dates • Select insurance, SDN HQ to sign contract with selected venue • Set-up conference website • Refine conference content and initiate call for speakers • Set-up ticketing platform and ticket types • Review speaker submissions • Develop first event visuals	• 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 • Finalise speakers and conference content • Release conference media kit, reach out to press
EXTERNAL COMMUNICATION		• Early bird tickets • Call for speakers • Announce venue	• Press kit released • Sponsor brochure • Call for volunteers

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CONFERENCE TIMELINE

Month 4:
Front stage

- 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

- Finalise sponsor agreements
- Produce and print all conference
  materials: signage, badges, logos,
  programs, posters, lanyards,
  t-shirts, tote bags etc.
- Send key communication and way-
  finding 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

- Normal tickets
- Program live
- Speakers live

- Promote content
- Newletters
- Side / satellite
  events announced

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

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CONFERENCE PROGRAM

This is a benchmark model based on past Global conferences.

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*

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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 said, we also need to provide our attendees and VIPs with hospitality and service to suit all pockets, and you will be the one who will help us achieve that.

Speaker and Workshop Facilitator - Input and Outreach
Organising 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 finalising the workshops and program which suit best the conference theme.

Conference Experience Input
There are many things that can go wrong while organising 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.

Don't worry, you won't be alone! The host team gets active support from the headquarter and volunteer team in designing and delivering the Conference.
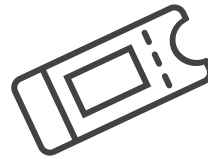
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HOST TEAM
Benefits

Free SDN Membership

One year SDN Professional Membership

Free Conference Tickets

You will get up to 6 free conference tickets

Social Media Coverage

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

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PROPOSAL
Requirements

Host team
Please include the people who will join the conference team, including short 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 host the Service Design Global Conference? Why is your proposed city a great place to have the next conference?

Potential Venues
List of potential venues that can accomodate 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.

Accommodation
What hotels are located in close proximity to the conference venue(s)?
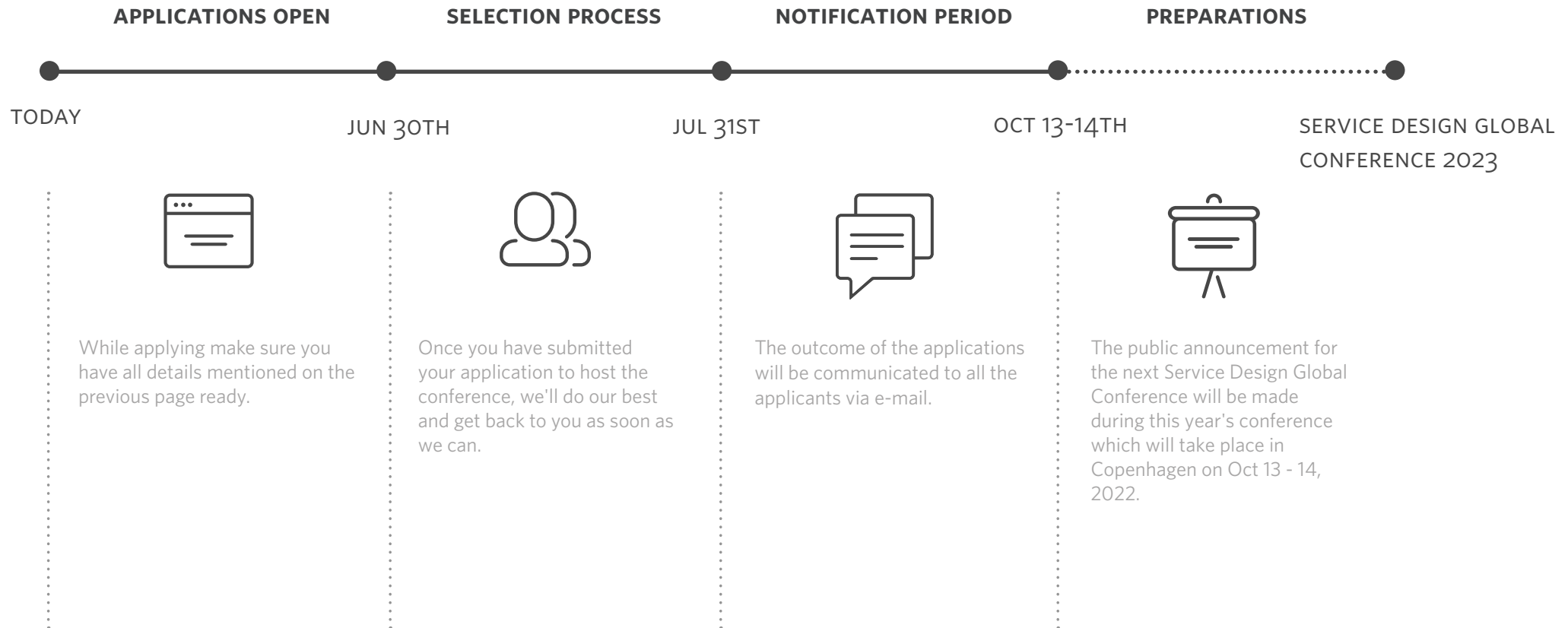
Conference theme
What are your initial thoughts on a conference theme and why?

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 conference@service-design-network.org.

Remember, others will be bidding too, so make your proposal convincing!

SUBMISSION TIMELINE

APPLICATIONS OPEN	SELECTION PROCESS	NOTIFICATION PERIOD	PREPARATIONS
TODAY	JUN 30TH	JUL 31ST	OCT 13-14TH	SERVICE DESIGN GLOBAL CONFERENCE 2023

TODAY — While applying make sure you have all details mentioned on the previous page ready.

JUN 30TH — Once you have submitted your application to host the conference, we'll do our best and get back to you as soon as we can.

JUL 31ST — The outcome of the applications will be communicated to all the applicants via e-mail.

OCT 13-14TH — The public announcement for the next Service Design Global Conference will be made during this year's conference which will take place in Copenhagen on Oct 13 - 14, 2022.

SERVICE DESIGN GLOBAL CONFERENCE 2023

OUR
PREVIOUS CONFERENCES

Our past events

Check out our previous conferences and how they went global in the past years.

How our conference feels

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

APPLY NOW!
SEND YOUR PROPOSAL TO:

conference@service-design-network.org

www.service-design-network.org