CALL FOR HOST CITY

SERVICE DESIGN
GLOBAL CONFERENCE

2024

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 fifteen years. This includes event and project management support, communications, identity, PR, ticketing, partnership outreach 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 workshops, pre-conference networking events, and other activities that are part of the local flavour of the host location.

Attendees

900+ Professionals (joining in-person and online)

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

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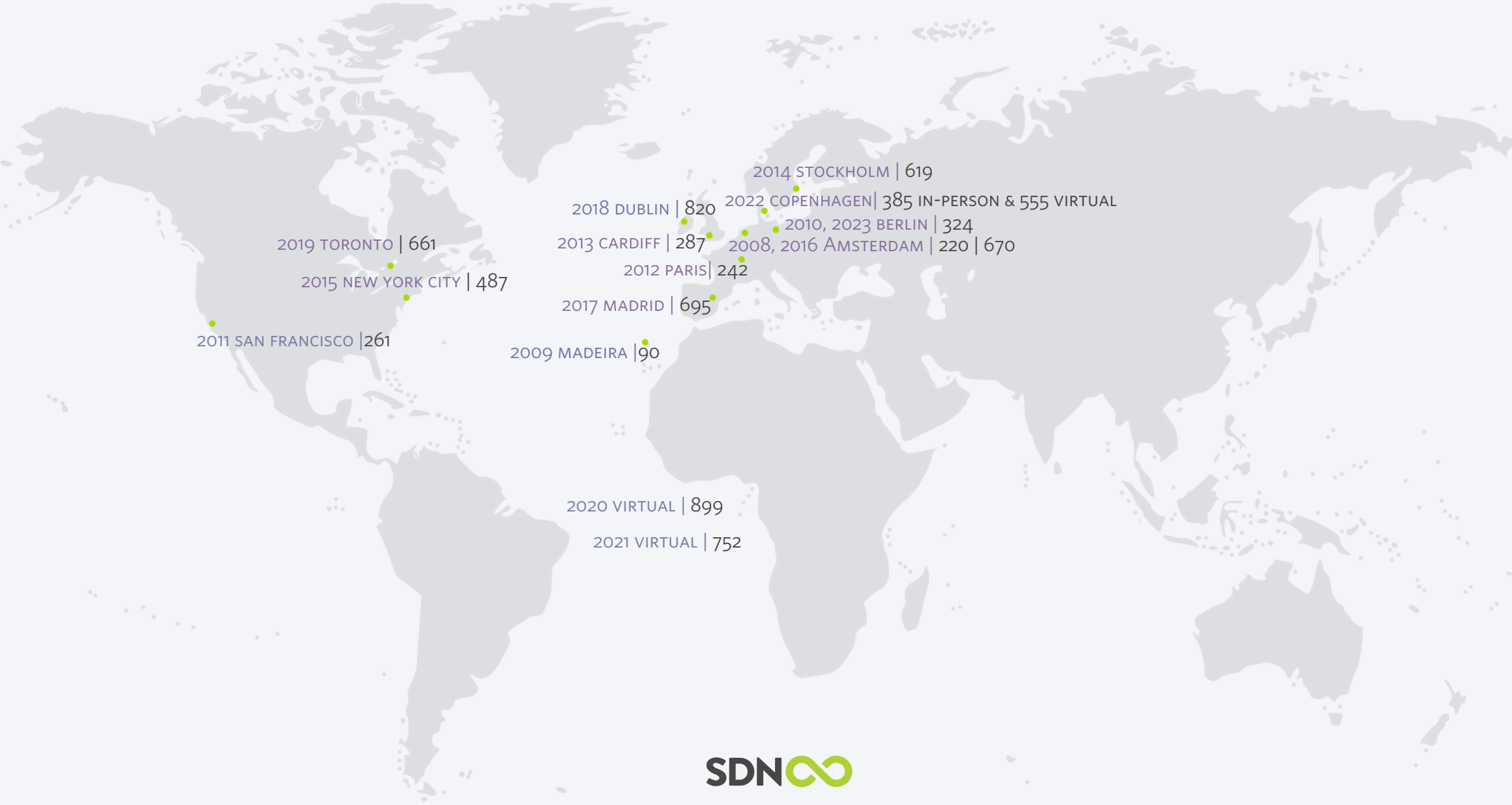
The main purpose of the SDN is to build awareness and "hunger" for service design in the public and private service sector and in the world of politics. We strongly believe that by creating a pull from the market for service design we will also strengthen our agencies, we will strengthen the opportunities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

2014 STOCKHOLM | 619

2018 DUBLIN | 820

2022 COPENHAGEN| 385 IN-PERSON & 555 VIRTUAL

2010, 2023 BERLIN | 324

2019 TORONTO | 661

2013 CARDIFF | 287

2008, 2016 AMSTERDAM | 220 | 670

2015 NEW YORK CITY | 487

2012 PARIS| 242

2017 MADRID | 695

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.

MORE THAN YEAR IN ADVANCE: TEAM & PLAN

- Define local team, identify possible venues and review conference support material
- Define potential conference theme
- Complete application form and budget plan
- Send to SDN and respond to feedback
- Upon approval from SDN Events Board, host team to coordinate closely with the SDN HQ team

PLEASE NOTE: We will plan for the Conference to be hybrid, with both in-person and virtual attendees.

10-11 MONTHS IN ADVANCE: GO PUBLIC & REFINE

- Launch Call for volunteers and define conference volunteer team
- Set up regular bi-weekly conference team meetings
- Announce conference theme and key dates
- Select insurance, SDN HQ to sign contract with selected venue, set-up conference website
- Refine conference content
- Set-up ticketing platform and ticket types/pricing
- Develop first event visuals
- Confirm partnership opportunities, finalise brochure and start outreach

8-9 MONTHS IN ADVANCE: FRONT STAGE

- Select AV / technical producers and catering supplier
- Research speaker accommodation & recommendations for attendees
- Website should be live with key dates, FAQ and venue information
- Open registration with early bird tickets
- Initiate call for speakers
- Release conference media kit, reach out to press
- Identify workshops & side networking events
- Non-local team to arrange their travel and accommodation
- Plan for venue site visit

- Call for host city

- Call for conference volunteers
- Announce venue
- Early supporters/partners announcements

- Website open
- Registration open / early bird tickets
- Call for speakers
- Promote conference team

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3-7 MONTHS IN ADVANCE: FRONT STAGE

- Open call for on-site volunteers
- Review speaker submissions
- Get speaker & workshop facilitator agreements signed
- Finalise speakers and conference content
- Program goes live
- Open late fee tickets (early bird closed)
- Send out media kits
- Continuous partnership outreach
- Develop ideas for branded conference materials

1-2 MONTHS IN ADVANCE 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
- Define assignments/shifts for on-site volunteers and team

SEPTEMBER OR OCTOBER 2024: CONFERENCE GO!

- Team meetings, final venue walkthrough, final on-site playbook/script readthrough
- Meet and greet key participants
- Speaker and volunteer care
- On-site set-up (furniture, AV, signage, catering...)

- Late tickets
- Program live
- Speakers live
- Partners announcements
- Side / satellite events announced

- Promote content
- Newsletters

- Tickets sold-out!
- Event coverage and post-event promo

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CONFERENCE PROGRAM

DAY 01

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

DAY 02

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

Content Formats:

This is a benchmark model based on past Global conferences (Thursday & Friday).

- Talks & keynotes
- Panel discussions and similar formats
- Multiple speakers
- Networking sessions
- Exhibitions (companies, sponsors or competitions)

Workshops are usually organised on Day 0 (Wednesday).

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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, event manager 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 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 WITH COST

Please include list of potential venues with their costs. The venue should accommodate 600-800 people in the main room, with 2-3 side meeting rooms for parallel sessions for 150-200 people. It should be available for any Thursday and Friday, preferably from late September to mid October. Also please provide a list of potential venues for side events like pre-conference meet-up on Wednesday (up to 200-300 people), or conference party on Friday (400-500 people).

ACOMMODATION

What hotels are located in close proximity to the conference venue(s)?
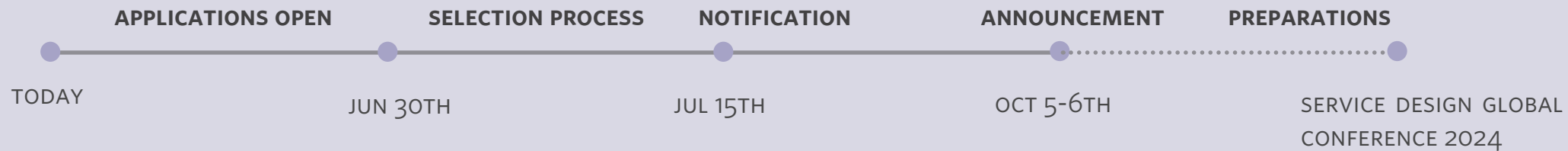
CONFERENCE THEME

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! :)

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SUBMISSION TIMELINE

APPLICATIONS OPEN	SELECTION PROCESS	NOTIFICATION	ANNOUNCEMENT	PREPARATIONS
TODAY	JUN 30TH	JUL 15TH	OCT 5-6TH	SERVICE DESIGN GLOBAL CONFERENCE 2024

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

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.

The outcome of the applications will be communicated to all the applicants via e-mail mid-July.

The public announcement for the next Service Design Global Conference will be made during this year's conference which will take place in Berlin on Oct 5 - 6, 2023. We would love if one person from your team can attend.

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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.

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APPLY NOW!
SEND YOUR PROPOSAL TO:

conference@service-design-network.org