

CALL FOR HOST CITY

**SERVICE DESIGN
GLOBAL CONFERENCE**

2025

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 global volunteer conference team gives the local host team lots of practical hands-on support and invaluable advice based on our experience of the last sixteen years. This includes event and project management support, partnership outreach, visual identity, promotion and communications, and also managing registration and ticketing.

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 three 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, closing party and other activities that are part of the local flavour of the host location.



Attendees

1000 participants (joining in-person and online)



Target Audience

The conference is for service design professionals, leaders and enthusiasts who work in-house, in government, in research and academia, in agencies and beyond. For service design professionals who want to be inspired, connect and share their passionate of excellence in service creation.



Unique 3-day Experience

1 workshop day + 2 days of conference talks and networking (Wednesday-Friday)



Format

Hybrid: in-person and virtual participation

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.

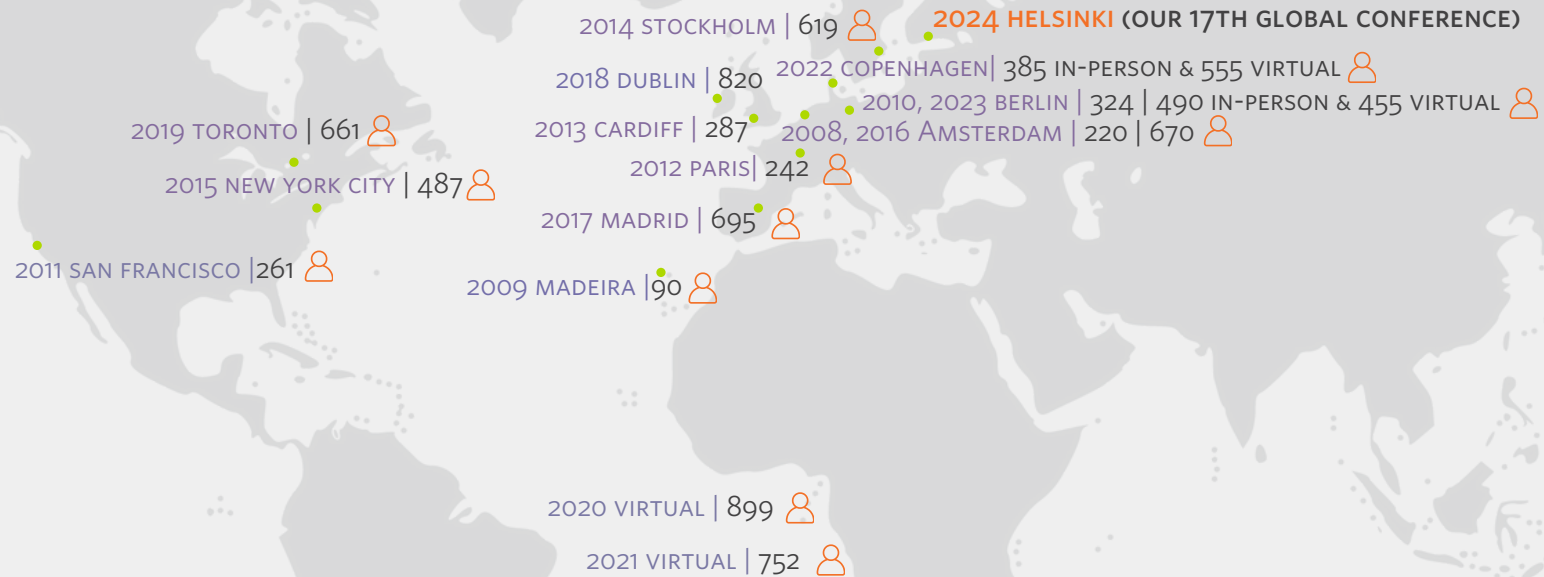
The mission of the global Service Design Network is to continuously push the boundaries of the practice of service design by expanding awareness of its value and application of its mindset across multiple domains. Service design is uniquely equipped to positively impact the challenges of today and tomorrow. Through community-building, events and knowledge-sharing, the SDN supports and grows the global community, enabling it to positively impact our society as well as our planet.

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!



CONFERENCE HISTORY & PARTICIPANTS



CONFERENCE TIMELINE & PROGRAM

To give you an idea of the process and tasks required in planning and delivering the Service Design Global Conference, here's a high-level program and 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 global volunteers and SDN headquarter team. The whole conference team works closely together of course.



SDGC FORMAT

| WEDNESDAY | THURSDAY | FRIDAY |
|-------------------|-------------------|--------------------|
| WORKSHOPS | CONFERENCE | CONFERENCE |
| WORKSHOPS | CONFERENCE | CONFERENCE |
| PRE-OPENING EVENT | NETWORKING EVENTS | SDGC CLOSING PARTY |

CONFERENCE PROGRAM (THURSDAY & FRIDAY)

| | THURSDAY | | FRIDAY | |
|--|------------------------|-----------------|-------------------|-----------------|
| | Registration | 1 hour | Registration | 1 hour |
| | Opening / Introduction | 10 - 30 minutes | Keynote/ Talks | 1 - 2 hours |
| | Keynote / Talks | 1 - 2 hours | Coffee Break | 30 minutes |
| | Coffee Break | 30 minutes | Talks | 1 - 2 hours |
| | Talks | 1 - 2 hours | Lunch | 60 - 90 minutes |
| | Lunch | 60 - 90 minutes | Talks | 1 - 2 hours |
| | Talks | 1 - 2 hours | Coffee Break | 30 minutes |
| | Coffee Break | 30 minutes | Panel Discussions | 1 hours |
| | Talks / Keynote | 1 - 2 hours | Keynote / Closing | 30 - 60 minutes |
| | Wrap up Day 1 | 15 minutes | Closing party | 4 - 5 hours |

Content Formats:

This is a benchmark model based on past Global Conferences.

- Talks & 4 keynotes
- Panel discussions and similar formats
- Multiple speakers
- Parallel sessions in 3 rooms
- Networking sessions
- Exhibitions (companies, partners or competitions)

Workshops are organised on Wednesday.

ACTION

MORE THAN YEAR IN ADVANCE: TEAM & PLAN

Submitters to:

- review conference support material
- define local team and identify possible venues
- provide costs for hiring the venues and costs for catering
- suggest conference theme
- complete application form and budget plan
- submit to SDN and respond to feedback

Please note: We will plan for the conference to be hybrid, with both in-person and virtual attendance.

Upon review and approval, the SDN Events Board will reach out to host team for further coordination.

10-11 MONTHS IN ADVANCE: GO PUBLIC & REFINE

- Launch Call for volunteers and define conference volunteer team (we aim for team to have local and global members)
- Set up regular bi-weekly conference team meetings
- Announce conference theme and key dates
- 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
- Define Letter of Intent (LOI) for potential partners. Partners to sign [SDN Partner Pledge](#)

8-9 MONTHS IN ADVANCE: FRONT STAGE

- Select AV & streaming / 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

EXTERNAL COMMUNICATION

- Call for host city
- Informing the host team and coordination of future steps

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

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

ACTION

**3-7 MONTHS IN ADVANCE:
FRONT STAGE**

- Open call for onsite volunteers
- Review speaker submissions
- Get speaker & workshop facilitator agreements signed
- Finalise speakers and conference content
- Program goes live
- Move to regular tickets (early bird closes)
- Send out media kits
- Continuous partnership outreach
- Develop ideas for branded conference materials and onsite experience

**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 onboarding 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 / OCTOBER 2025:
CONFERENCE GO!**

- Team meets onsite for final onsite playbook/script read-through
- Venue walk-through
- Meet and greet key participants
- Speaker and volunteer care
- Onsite set-up (stage, furniture, AV, signage, catering, partner booths, team/speaker rooms...)

**EXTERNAL
COMMUNICATION**

- Regular tickets
- Program live
- Speakers live
- Partners announcements
- Side events announced

- Promote content
- Newsletters

- Tickets sold-out!
- Event coverage and post-event promo
- Circulate attendee and speaker surveys
- Conference team debrief online

HOST TEAM RESPONSIBILITIES

LOCAL VENUE GUIDANCE

You are our only support in the proposed city. We believe you and your judgement. We will need your guidance, suggestions and management for venue selection - not only for the main conference venue but also for various side events, like pre-opening event on Wednesday and closing party on Friday.

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.

Don't worry, you won't be alone! The host team gets active support from the SDN headquarter, event manager and volunteer team in designing and delivering the Global Conference.

CONFERENCE EXPERIENCE INPUT

There are many things that can go wrong while organising such a big 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.

CONFERENCE TEAM STRUCTURE



- The conference team has around 20 volunteer members. We aim for a diverse mix of local people from the host city and global team members.
- The conference volunteer team is also supported by SDN HQ employees such as our Event Manager dedicated only to Service Design Global Conference and our Partnership lead who will be leading the partner negotiations and contracting.
- The conference team meets bi-weekly online, and daily discussions happen on a dedicated SDGC Slack channel. Our volunteers are expected to dedicate 4h/week to support organisation of the conference.

HOST TEAM BENEFITS



SDN MEMBERSHIP

One year SDN
Professional
Membership



CONFERENCE TICKETS

Up to 8 free tickets
for the local team
who will be
supporting the
organisation



SOCIAL MEDIA COVERAGE

Team members will get
social media coverage on
SDN channels

PROPOSAL REQUIREMENTS

HOST TEAM

Please include up to 8 people who will join the conference team, including short biographies for each individual.

SERVICE DESIGN IN YOUR CITY AND COUNTRY

Describe the service design community in your city and country. 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 a SDN national or global conference? If so, we would love to hear 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 at least 2 side meeting rooms for parallel sessions for 150-200 people (we aim for 3 parallel tracks). 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-opening event on Wednesday (around 300 people), or conference closing party on Friday (around 500 people).

ACCOMMODATION

What hotels are located in close proximity to the conference venue(s) and can be recommended to attendees?

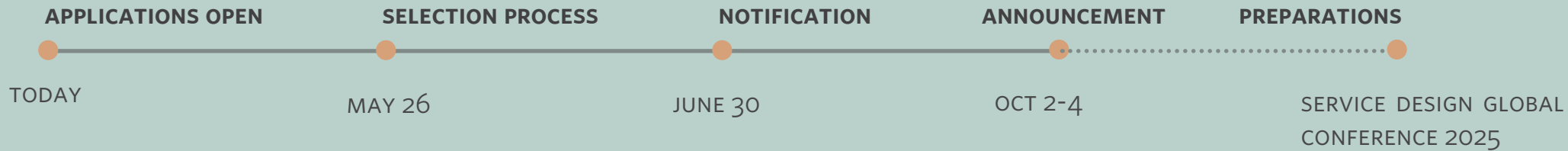
CONFERENCE THEME

What are your initial thoughts on a 2025 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



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



Submission deadline is May 26, 2024. Once you have submitted your application to host the conference, we'll get back to you as soon as we can.



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



The public announcement for SDGC25 will be made during this year's conference in Helsinki during closing on Oct 4. We will offer a free conference ticket to a member of your team to attend.

OUR PREVIOUS CONFERENCES



OUR PAST EVENTS

Check out the list of our [previous conferences](#) and how they went global in the past years.



HOW OUR CONFERENCE FEELS

Check out our [last year's highlight video](#) and our [picture gallery](#) to get an idea of what our conference looked like in the previous years.



SDNCO

APPLY NOW

PLEASE SEND YOUR PROPOSAL TO:
conference@service-design-network.org



SDN CONFERENCE DIRECTOR
ADAM B COCHRANE



SDN GLOBAL EVENTS LEAD
INES VIRIDI

www.service-design-network.org

[Service Design Global Conference 2024](#)

