

Call for host city

Service Design Global Conference - SDGC27

Host SDGC27 in your city

Passionate about service design? Your city can be the backdrop for the Service Design Global Conference (SDGC)! We're inviting innovative SDN chapters and organisations from around the world to apply to host SDGC27 - the largest international event dedicated to the advancement of service design.

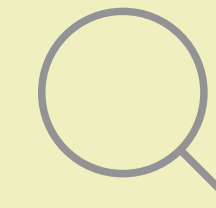
As host, your city will shine on the global stage and take center stage in our movement to connect, inspire, and empower the service design community. The Service Design Network HQ, the Events board, and our global team will collaborate closely with you through every phase: from event operations and partnerships to promotion, communications, registration, and ticketing. Your team provides unique local knowledge, passion, and dedication to help bring SDGC27 to life!

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 workshops, inspiring talks and intense breakout sessions. The attendees are also given the opportunity to participate in side events and other activities that are part of the local flavour of the host location.



Attendees

1,000 participants (onsite and online)



Who participates?

SDGC brings together the world's leading voices in design, strategy, research, academia, government, and consulting. The conference is a melting pot for service design and closely connected disciplines like CX, UX, business design, product strategy, and systems thinking. It is a space for those passionate about creating meaningful, human-centered services - to connect, exchange ideas, and be inspired.



Unique 3-day experience

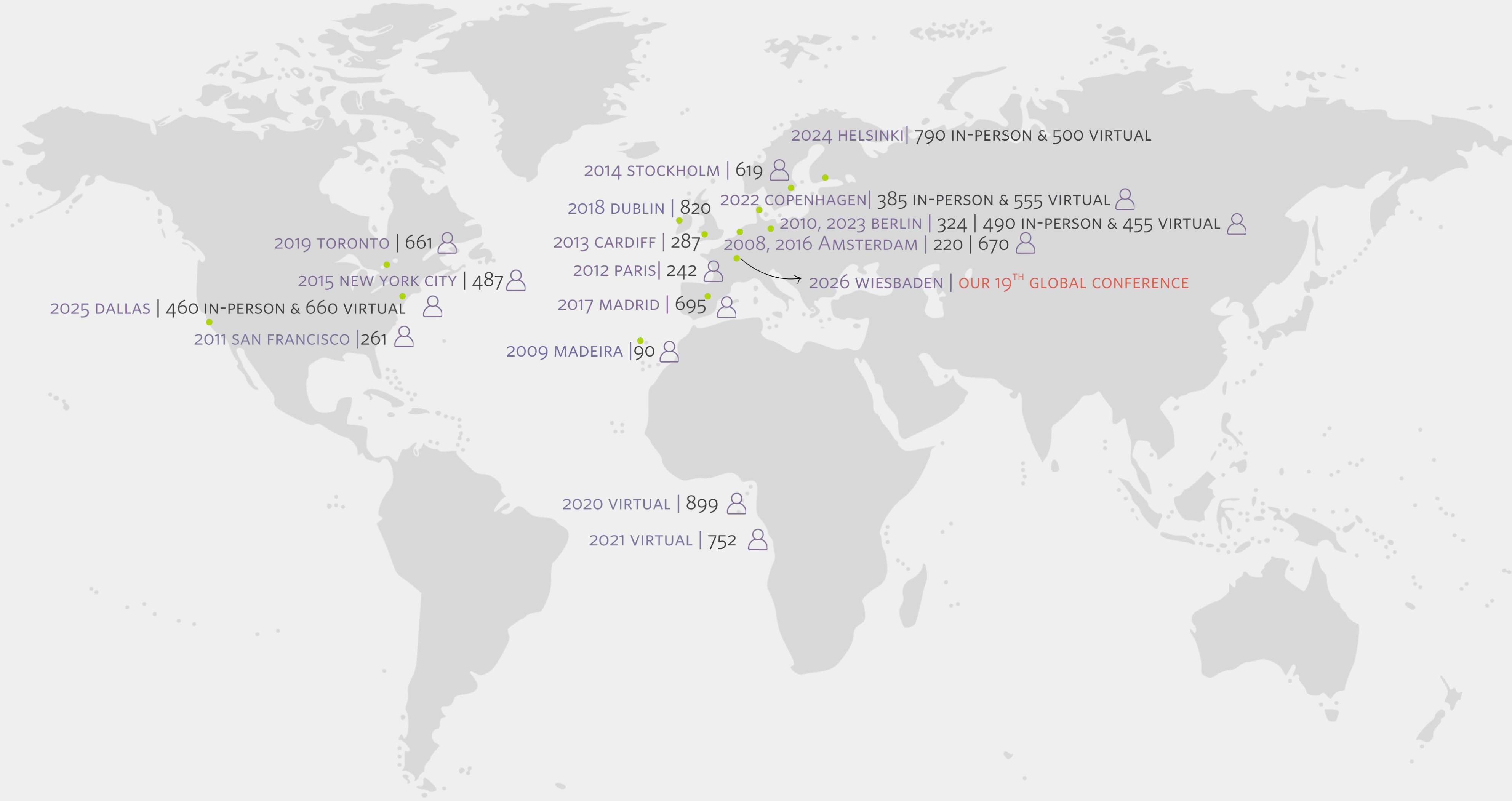
1 immersive workshop day + 2 action-packed conference days



Format

A truly hybrid format for global inclusivity

Conference history & participants





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 Service Design 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 timeline & Program

Planning and delivering the Service Design Global Conference is a collaborative journey that unfolds across six phases. This timeline gives you a clear roadmap of the process, highlighting both the contributions from your local host team and the dedicated support from our global volunteers and SDN headquarters. Together, we create something truly exceptional, working hand-in-hand to transform vision into reality. Each phase builds momentum towards an unforgettable conference experience that celebrates the power of service design and brings our global community together in your city.



Long term planning timeline

	More than a year in advance: Team & Plan	10-11 months in advance: Go public & Refine	8-9 months in advance: Front stage
Action	<p>After the host city bid is accepted and the venue contract is secured, the SDN Events board will reach out to the host team to kick-off the planning process. Key discussion points will include:</p> <ul style="list-style-type: none"> • team and role distribution • venue layout and technical production plans • conference theme and possible sub-themes • letters of Intent (LOI) for potential partners • Please note: We will plan for the conference to be hybrid, with both in-person and virtual attendance. 	<ul style="list-style-type: none"> • Define the conference team (team will consist of local and global members) • Set up regular conference team meetings • Announce conference theme and key dates • Set-up conference website with key information • Refine conference content • Set-up ticketing platform for Super Early bird registration, and ticket types/pricing • Develop first event visuals • Confirm partnership opportunities, finalise brochure and start outreach 	<ul style="list-style-type: none"> • Select AV & streaming /technical producers and catering supplier • Research accommodation recommendations for attendees • Website gets populated with more detailed information • Early bird tickets • Initiate Call for speakers • Release conference media kit, reach out to press • Identify workshops & side networking events • Plan for venue site visit
External Communication	<ul style="list-style-type: none"> • Save the date 	<ul style="list-style-type: none"> • Call for global conference volunteers for still open roles • Announce venue • Early supporters/partners announcements • Website opens with registration 	<ul style="list-style-type: none"> • Call for speakers • Promote conference team

3-7 months in advance: Front stage

1-2 months in advance Produce materials

September / October : Conference go!

	3-7 months in advance: Front stage	1-2 months in advance Produce materials	September / October : Conference go!
Action	<ul style="list-style-type: none"> • Open call for onsite and online volunteers • Review speaker submissions • Get speaker agreements signed • Finalise speakers and conference content • Program goes live • Move to regular tickets (early bird closes) • Continuous partnership outreach • Develop ideas for branded conference materials and onsite experience 	<ul style="list-style-type: none"> • Finalise partner agreements and fulfil benefits • Produce and print conference materials: signage, banners, badges, logos, programs, posters, lanyards, t-shirts, tote bags etc. • Send key onboarding communication and way-finding kits to speakers and volunteers • Send attendee information / newsletters about program and speakers • Define assignments/shifts for on-site volunteers and team 	<ul style="list-style-type: none"> • Team meets onsite for final onsite playbook/run-of-show read-through • Venue walk-through • Conference team assigned roles for onsite and online support • Meet and greet key participants • Speaker and volunteer care • Onsite set-up (stage, furniture, AV, signage, catering, partner booths, team/speaker rooms...)
External Communication	<ul style="list-style-type: none"> • Regular tickets • Program live • Speakers live • Partners announcements • Side events announced 	<ul style="list-style-type: none"> • Promote content • Newsletters 	<ul style="list-style-type: none"> • Tickets sold-out! • Event coverage and post-event promotion • Circulate attendee and speaker surveys • Plan for post-event team debrief

SDGC Format

	Wednesday	Thursday	Friday
MORNING	WORKSHOPS	CONFERENCE	CONFERENCE
AFTERNOON	WORKSHOPS	CONFERENCE	CONFERENCE
EVENING	SDN MEMBERS OPENING EVENT	NETWORKING EVENTS	CLOSING EVENT

SDGC Program

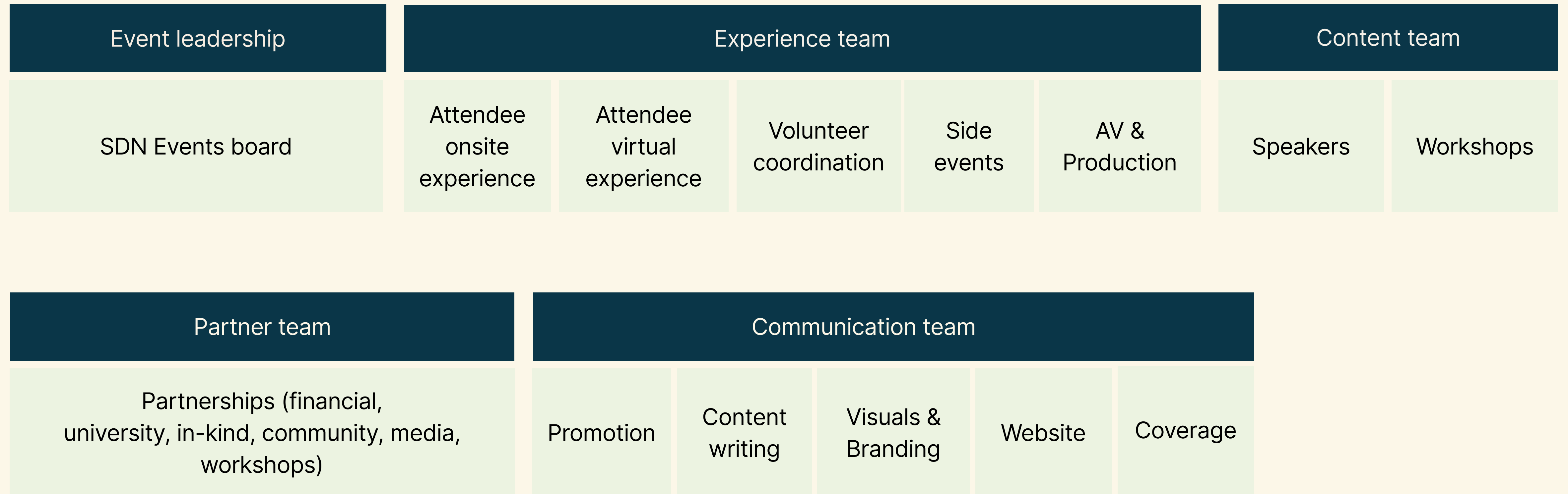
	Thursday	Friday
8:30	Registration	Registration
9:30	Opening remarks	Opening remarks
10:00	Opening keynote	Content, talks or activation
10:45	Morning Break	Morning Break
11:15	Speaker + Q&A	Speaker + Q&A
11:45	Transition	Transition
12:00	Speaker + Q&Q	Speaker + Q&A
12:30	Lunch	Lunch
13:30	Content, talks or activation	Content, talks or activation
14:30	Transition	Transition
14:45	Speaker + Q&A	Speaker + Q&A
15:15	Afternoon break	Afternoon break
15:45	Speaker + Q&A	Speaker + Q&A
16:15	Transition	Transition
16:30	SDN's Service Design Award	Closing keynote
17:00 - 17:30	Closing remarks	Closing remarks

This is a benchmark model based on past Global Conferences, for the main stage.

- Regular talks & keynote talks
- Panel discussions and similar formats
- Multiple speakers
- Sessions on 2 stages (main room to fit entire audience + side room)
- Networking sessions
- Exhibitions (companies, partners or competitions)

Workshops are organised on Wednesday at various city locations.

Conference team setup



Team roles

1

SDN Events board

Long standing members of the SDN Events board are playing a central role to the success of the SDN's Service Design Global Conference and fulfilment of its goals. The board helps guide, coordinate and execute organisational tasks within various planning areas crucial for an exceptional experience of participants, speakers, facilitators and everyone involved. Their expertise & previous event experience supports smooth planning throughout the process.

- Ines Viridi, SDN Global events lead (Event management)
- Birgit Mager, SDN President (Partnerships)
- Johanna Hoods, SDN Events board (Technical production)
- David Russo, SDN Events board (Attendee experience)
- Agusta Callaway, SDN Events board (Virtual experience)
- Sabine Maselkowski, SDN Events board (Speakers & Content)
- Juliana Romero, SDN Events board (Website & Volunteer management)
- Denise Jaouadi, SDN Events board (Visuals, Branding & Photography)

2

SDN Event manager

As part of the SDN Events board, the event manager will provide overall guidance and make final decisions for the conference in close collaboration with the SDN President.

- Support all teams in making timely decisions to maintain progress and momentum.
- Ensure adherence to the master timeline, budget, and key milestones, overseeing the financial health of the event
- Coordinate and orchestrate efforts across all teams involved in the conference.
- Act as a liaison to align the conference team with SDN project leads
- Track and report on the status of timelines and team to-do lists.
- Manage all operational and logistical aspects of the conference.

Team roles

3

Content team

(2-3 people + SDN Events board member)

Define the overall conference content, including speaker recruitment, management, stage coordination (e.g. speakers, moderators, talks, discussions), and workshop selection.

- Collaborate closely with the Attendee experience team to co-design the program format and flow.
- Map the speaker journey and ideate ways to improve the speaker experience from start to finish.
- Identify and invite keynote speakers.
- Identify and reach out to potential invited speakers.
- Facilitate and manage the open speaker submission process.
- Ensure the review process aligns with the conference theme and values, and that selected content delivers on the overall program vision.
- Lead communications related to submissions, reviews, and selections.
- Ensure a diverse and inclusive speaker lineup, considering e.g. gender, geography, ethnicity, and professional background.
- Provide support and care for speakers throughout their journey, e.g. through onboarding information and calls.
- Review submitted talks and workshops, and curate the final on-stage program.
- Identify stage hosts/moderators for main sessions and discussions (from the team or external).
- Organise and manage 6-8 onsite workshops on Day 1 (Wednesday) in collaboration with the Partner Team.

4

Attendee experience team

(3-4 people + SDN Events board member)

Design, organise, and deliver a meaningful attendee journey, including interaction points, breaks, booths, and touchpoints—both onsite and virtual.

- Map the attendee experience across all channels (in-person and virtual).
- Continuously improve and innovate the experience to position SDGC as a leading conference in the field.
- Define and communicate a clear value proposition for attendees.
- Manage communication towards both in-person and virtual audiences, including the creation of attendee newsletters.
- Translate or adapt in-person formats to the virtual platform experience, and moderate the virtual part of the conference.
- Provide clear and helpful event-related information (e.g. how to use the event platform, how hybrid participation works).
- Collaborate with the event platform provider (currently Airmeet) to ensure full functionality and readiness for a seamless experience.
- Work closely with the Speaker Team to design and format the overall program.
- Design and manage local experiences outside the core venue program, including: Evening events on Days 1, 2 & 3, e.g. opening ceremony, studio tours, closing event; and additional events or experiences as add-ons.

5

Partner Team

(2-3 people + SDN HQ Partnership lead)

Attract partners who can financially support and elevate the overall conference experience, in close collaboration with SDN HQ Partnership lead.

- Define and manage the partner experience in collaboration with the Attendee Experience Team, Content Team and SDN HQ Partnership lead
- Map the partner journey and develop ideas to enhance their experience.
- Support SDN HQ in sponsorship and partnership acquisition.
- Research relevant organisations and companies for partnership opportunities.
- Maintain and manage a database of prospective and current partners.
- Assist in developing proposals to secure new partnerships.
- Coordinate with internal teams to ensure all partners are appropriately represented and all commitments are fulfilled (in-person and virtually).
- Make the fundraising and partnership process engaging and enjoyable.
- Provide consistent care and support for partners throughout their involvement.

6

Communication & Website team

(3-4 people + SDN HQ Promotion lead + SDN Events board member)

Generate excitement and build anticipation for SDGC within the service design and broader community, in close collaboration with SDN HQ Promotion lead. Manage and maintain SDGC website (currently on Wix platform).

- Increase engagement throughout the year and during the event via various SDN social media channels (e.g. LinkedIn, Instagram).
- Strategically plan and create online content that connects the conference to broader SDN initiatives (e.g. SD Award, Touchpoint journal, Academy, Membership), in close collaboration with SDN HQ Promotion lead.
- Identify local online communities and events for promotion opportunities.
- Explore public relations channels, such as design magazines, online publications, and newspapers.
- Coordinate with partners to gather video and image assets for promotional use.
- Support the creation of visuals for online promotion (to be approved by the Visual team).
- Develop, manage and maintain SDGC website: create a conference website currently hosted on Wix platform.
- Collaborate with other teams to ensure all content and design elements are current, and implement a schedule of regular quality checks to promptly resolve any technical issues.

7

Visual Team

(2-3 people + SDN HQ Visual design lead + SDN Events board member)

Develop the visual identity for the conference in collaboration with the SDN HQ Visual design lead.

- Ensure a high-quality digital presence across the website and social media.
- Support the delivery of high-quality printed materials for the on-site experience.
- Ensure all visual assets align with the SDN brand and tone of voice.
- Collaborate with the Attendee experience team to support visual consistency across all attendee touchpoints.
- Collaborate with the Content team to create visuals to promote conference content, speakers and workshops.

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



What we're looking for in a host team

- 1 Local venues**
Scout unique spaces and prepare cost breakdown for the conference, workshops, and unforgettable opening/closing events.
- 2 Accommodation**
Recommend options to suit every traveler: city hotels, boutique hotels, budget-friendly stays, and everything in between.
- 3 Program Development**
Connect us with local innovators and thought leaders who can energise the program.
- 4 Attendee Experience**
Champion inclusivity and accessibility so everyone feels welcome and inspired.
- 5 Local character**
You know the ways and traditions of your city. Infuse your city's unique charm into every conference touchpoint.
- 6 Partnerships**
Leverage your networks to secure support and resources from key organisations.

Proposal requirements checklist

- **Your host team - team details**
 - Include up to 8 team members who will join the conference planning group
 - Provide brief biographies for each person
 - Confirm each member can commit 4 hours per week to event planning during the year of planning
 - Ensure availability for 1-2 bi-weekly team meetings
- **Your service design community - local scene overview**
 - Describe the service design community in your city and country
 - Share details about your local SDN chapter or organisation
 - Highlight key community strengths and activities
- **Your conference experience - previous SDGC attendance**
 - Share your experience attending SDN national or global conferences
 - Tell us what you enjoyed most
 - Suggest areas for improvement
- **Your motivation - why you and your city**
 - Explain why you want to host the Service Design Global Conference
 - Demonstrate why your city is perfect for the next conference
 - Highlight unique local advantages and attractions

- **Venue requirements**

- Main conference space**

- List potential venues with detailed costs
 - Confirm main room capacity for 500-600 people
 - Include at least 1 side room for 250-300 people (for parallel sessions)
 - Verify availability for Thursday-Friday in late September to late October, including Wednesday as the venue set-up day

- **Side events venues**

- SDN members opening event (Wednesday, 200 people)
 - Conference closing event (Friday, 300 people)

- **VENUE QUOTE ESSENTIALS**

- When requesting quotes, use our [template letter](#) and ensure each proposal includes items listed below.

- Required quote details:

- Formal, itemised quote with detailed cost breakdown
 - Venue rental: clear space rental costs
 - Catering: all food and beverage expenses
 - Technical AV equipment: complete technical gear costs
 - Staffing: all required venue staff charges
 - Internet: fast connection for live streaming and attendee use
 - Available dates: complete list of open event dates
 - Quote deadline: venue confirmation date to secure pricing and availability

Please note that only submissions which include a comprehensive cost breakdown will be considered.

Financial commitment & Business plan

To ensure the success and sustainability of the Service Design Global Conference, hosting is a shared financial journey between the local host and the SDN.

Host investment requirements

Applicants must demonstrate the following financial readiness as part of their proposal:

- **Investment capital:** provide documentation indicating an investment capital. This may be provided via:
 - Monetary commitments from sponsors (one or multiple), government bodies, universities, or other organizations
 - In-kind contributions, such as providing the conference venue, catering, or AV services free of charge

Please list the partners or organisations providing the monetary or in-kind commitment, and attach their Letters of Intent (LOI) or support contracts to your final proposal.

- **Business plan:** submit a comprehensive business plan with budget (cost breakdown) using the provided template on the following page, detailing all anticipated local costs.

SDN global support

The Service Design Network provides a foundational investment of 120,000€ in organisational support, which includes:

- **Dedicated SDN HQ personnel:** Expert guidance and support from SDN's Event manager, Promotional lead, Partnerships lead, and Visual design lead
- **Global volunteer power:** Hundreds of hours of strategic support from the global conference team and SDN Events board throughout the year-long planning cycle

Template - SDGC local host budget proposal

Please complete the table and include it in your PDF submission - only submissions which include a comprehensive cost breakdown will be considered .
 All figures should be in Euros (€). For venue and other costs, please refer to the venue template letter [here](#)

Category	Description	Estimated cost	Confirmed/Potential source
Venue rental	<ul style="list-style-type: none"> Main + side stage rooms, registration space, networking and partner booths area; including set-up day 		
Catering	<ul style="list-style-type: none"> Lunches, coffee breaks, and networking events 		
AV & Tech	<ul style="list-style-type: none"> Sound, lighting, streaming to online attendee platform, onsite tech support 		
Marketing	<ul style="list-style-type: none"> Local PR, physical signage, and printed attendee materials (eg. conference bag, swag) 		
Other	<ul style="list-style-type: none"> eg. local experience on stage or at venue, internet for attendees and content streaming 		
TOTAL LOCAL COST		€	

Proposal requirements checklist

Complete these final elements to strengthen your host city proposal and showcase the full conference experience.

- **Accommodation options - hotel recommendations**
 - Identify hotels within walking distance of the conference venue
 - List accommodation options near any additional venues you're proposing
 - Include a range of price points to suit different budgets
 - Provide brief descriptions highlighting key amenities
 - Confirm availability during your proposed conference dates
 - Note any special rates or group booking options available

- **Conference theme development - theme proposal**
 - Share your initial ideas for the conference theme
 - Explain why this theme resonates with your city and community
 - Connect your theme to current service design trends and challenges
 - Demonstrate how the theme will engage our global audience and attract partners.
 - Show how local culture or expertise enhances the theme

- **Proposal submission - final presentation requirements**
 - Create a compelling PDF presentation showcasing your proposal with the budget plan
 - Include high-quality visuals of all proposed venues
 - Feature stunning imagery of your city and local attractions
 - Capture the essence of the conference experience you'll deliver
 - Submit your complete proposal to: conference@service-design-network.org

○ **Make it memorable!**
Remember, you're competing with other fantastic cities, so let your passion and creativity shine through. Show us why your city is the perfect stage for our next global gathering.

○ **Ready to submit?**
Review each item carefully before sending your proposal. This comprehensive checklist ensures we have everything needed to evaluate your city's potential as our next conference host.

Submission timeline

APRIL

JUNE

AUGUST

Applications open | **April**

Selection process | **June 15**

Notification | **August**

While applying make sure you have all information mentioned on the previous checklist pages ready. **Please note that only submissions which include a comprehensive cost breakdown will be considered.**

Deadline to submit your proposal is **June 15, 2026**. Once you have submitted your application, we'll get back to you as soon as possible.

We aim for the outcome of the application to be communicated via email by end of August or early September. We would then appreciate your support in creating the short host city reveal video.

OCTOBER

NOVEMBER

Announcement | **October**

Preparations Service Design Global Conference 2027

The next SDGC will be announced on stage during the current conference wrap-up, provided venue contract is secured.

Curious about what it takes?

Explore highlights from past SDGC conferences to see the possibilities.

- 1 Check out the list of [previous conferences](#) and how they went global in the past years.
- 2 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.





Apply now

Ready to make a lasting impact and put your city on the service design map? Get in touch today and let's co-create an SDGC27 to remember. We can't wait to work with you!

PLEASE SEND YOUR PROPOSAL TO **SDN EVENTS BOARD** AT: conference@service-design-network.org



Ines Viridi
SDN Global events lead &
Events board,
Event management



Birgit Mager
SDN President &
Events board, Partnerships



Johanna Hoods
SDN Events board,
AV & Production



Juliana Romero
SDN Events board,
Website & Volunteer management



Sabine Maselkowski
SDN Events board,
Content



David Russo
SDN Events board,
Onsite experience



Augusta Callaway
SDN Events board,
Virtual experience



Denise Jaouadi
SDN Events board,
Visuals & Branding

→ www.service-design-network.org

→ www.servicedesignglobalconference.com