Service Design Day Playbook

SDN
SERVICE DESIGN NETWORK

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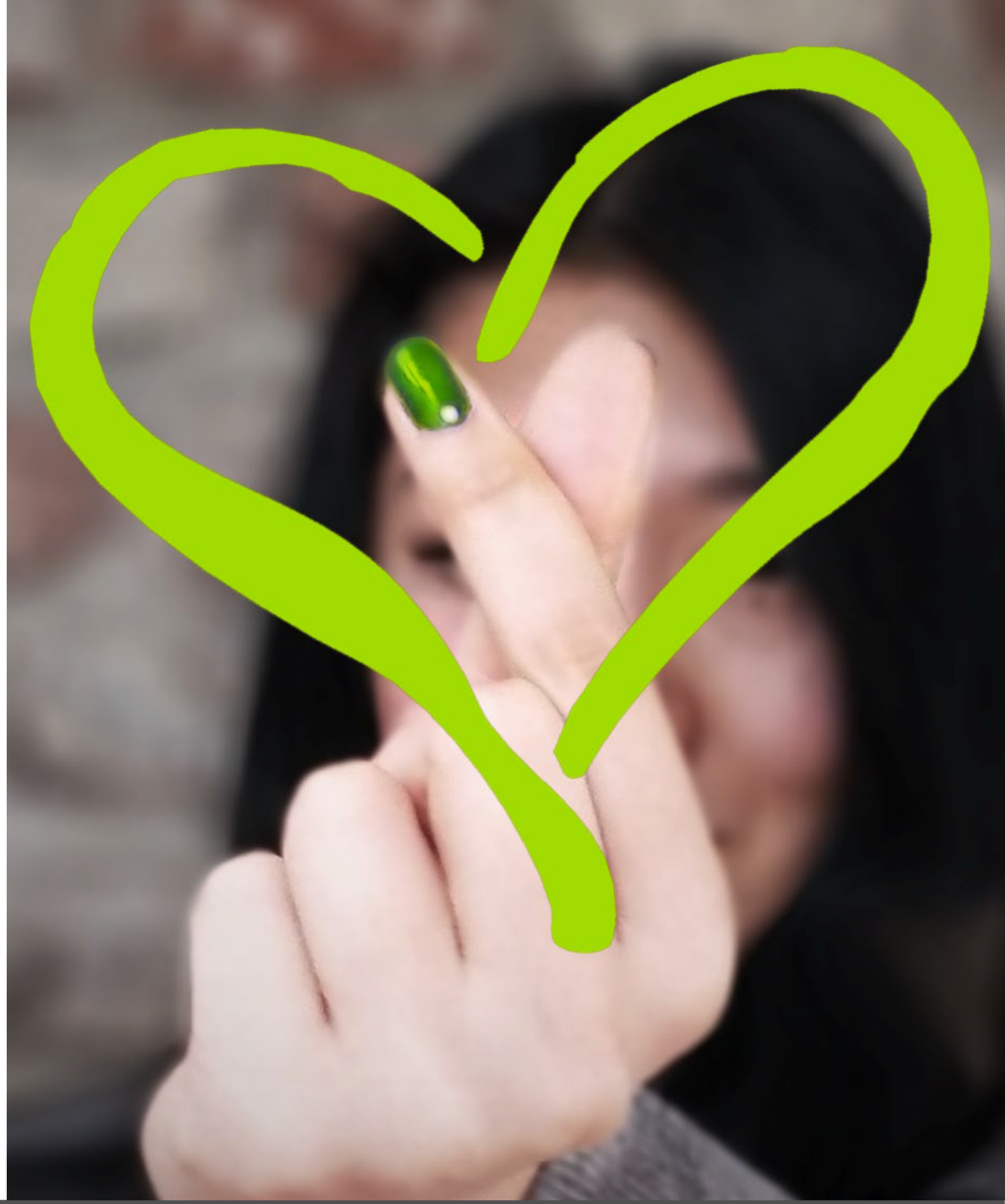

What is a Service Design Day?

Service Design Day is dedicated to service design enthusiasts, a world wide event to bring together people from different backgrounds and disciplines. Together, we will celebrate service design, raise awareness and create impact in the world around us.

Naturally, service design day should reflect the discipline's spirit and energy, which is why we chose **June 1**, the beginning of the most youthful month!*

This year the theme of Service Design Day is Giving back to the community.

Join the buzz and shake up the world with us this June 1!

*June originates from the Latin word, young

Get Involved

Join the buzz and make a world a better place!
Service Design Day 2019

We would like to invite all organisations, service designers professionals, students and enthusiasts to join us in celebration of Service Design Day - **June 1**.

This year is all about giving back to community - block your calendars on May 31 and /or June 1 and use your service design skills for a greater good! Share your contribution on social media using **#SDDay19** and **#ServiceDesignDay.**

On SDD we want to work together and show the power of service design - let's demonstrate the true potential of our network.

We are excited to see how our service design community will join the SDD celebration in their own unique way with service design talks, events and activities.

Do good - give back!

Service Design Day Approach

Let's elevate awareness about our service design practice by giving back to society!

A cross-channel approach

To stay true to our mission, this year we would like to encourage you to host events and join online activities to contribute your local community. Let's help those in need and act for the common good!

No matter how you do it, giving back to your community will touch many people's lives.

1

RAISE AWARENESS

Strong online presence to make impressions around the world

2

CELEBRATE

Showcase the power of service design in your local community

3

GROW

Host events to grow online and offline community

What can we do?

Please keep us updated!

Let us know what you would like to do so we can better support and assist you through the journey!

sdday@service-design-network.org

Offer your service design skills:

- Organise a two- day Jam session to support some of the local challenges - form a team, find a local non-profit or charity, work together intensely on solutions.
- Host an event, workshop or a training for your local community on the topic of service design.
- Hold a discussion / lightning talk on how service design can help society and contribute to the common good.
- Have an “open door” event or a service design exhibition and invite students, NGOs, charities or community service organisations to your office.
- Empower service providers to utilise service design, talk about service design tools and methods and discuss the implementation of service design for a greater good.

Online Activities

Join us in Service Design Day celebration! Share your initiatives using hashtags #SDDay19 and #ServiceDesignDay and tag us in your posts!

Spread the love!

@SDNetwork

@servicedesignnetwork

Service Design Network

Service Design Network

sdn-community.slack.com

Share your Initiatives!

How do you celebrate Service Design Day? Share your activities and examples how can service design serve community and create a positive impact.

Spread the Love!

Snap a photo of your team with the Service Design Day heart gesture.
Share the love and celebrate your great colleagues - show empathy, multicultural insight and collaboration.

Celebrate Success Stories!

Tag companies or people who have inspired you, promote infographics and pictures from previous successful projects. Let the world know that service design can make a difference.

Equip Your Community!

SDN will be offering discounts on membership, reading material and award submission. Help promote these discounts and equip your community with knowledge!

SDN HQ Activities

We believe in lead by example, here's what we are doing at SDN HQ this year:

Discounts

SDN will be offering discounts on membership, reading material and award submissions on Service Design Day. Details regarding discounts will be communicated in April/May.

Debate

Two debates will be held on the Slack channel on May 31 and June 1, to ensure a more global participation. Join the discussion and connect with professionals all around the world!

HQ Event

Preach what you teach! SDN will be holding a SDN Leadership Team meeting at HQ with talks, discussion and evening drinks. Our activities will be broadcasted/recorded for social media.

Online presence

We will be interacting with the online community the via our social media channels, giving exposures to good responses and releasing the SDD material.

Impressions from 2018

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