



## Friday, 10 February Business day

Subject to change

R=Room

	8:30-9:00	9:00-9:05	9:05-9:50	9:50-10:35	10:35-11:20	11:20-11:30	10:35-11:20	10:35-11:20
	GENERAL, Auditorium TIMO (for all participants)	COFFEE & REGISTRATION	Welcome and general information/ Janne- Valtteri Nisula	KeyNote: Prof. Evert Gummesson, Stockholm University School of Business: Designing a complex service system	KeyNote: Anne Stenros, Design Director, Kone: Emotional Engagement & Consumerisation of Innovation	KeyNote: Anna Thygesen, Prime Time Kommunikation	Intro for the rest of the day	
11:30-12:30	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR	LUNCH BREAK & SERVICE DESIGN BAZAAR
12:30-16:00	WORKSHOPS R: 182	WORKSHOPS R: 195A	WORKSHOPS R: 238	WORKSHOPS R: 195	WORKSHOPS R: 239	WORKSHOPS R: 245	WORKSHOPS R: 246	WORKSHOPS R: 253
12:30-14:00	201ws - Sdnext - Moving towards the creation of a PhD network in service design: Vanja Mistic, Minka Rössner, Fabian Segelström	165c/ws - The FORTH innovation method: Creating Innovative Services for Sanoma: Gijs van Wulfen	202ws - Value Co- creation: Krista Keränen	SINCO lab: Servicescene simulation in action: Essi Kuure, Antti Lindström, Simo Rontti	Solving wicked challenges by co-design: Culminatium Innovation Oy Ltd/Jussi Sorsimo	From advertising ideas to ideas worth marketing: TBWA/Lauri Toivonen	Helping people and companies to like each other:358/Anton Schubert	Mapping critical skills for designers and researchers, Karen Miller
14:00-14:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
14:30-16:00	Theater Methods:Workplayexperien ces/Markus Hormess	158ws - Involving users: worth your money: Menno Manschot, Froukje Sleeswijk Visser	218ws - From attitude to action - co-creating sustainable products and services: Bernhard Dusch	Finnish Nature Case: Visit Espoo/Jaana Tuomi	Personal Public Transportation: Ajelo & Aalto/ Petri Tolppanen, Timo Halko	Customer skill and activity in service usage: Jacob Mickelsson	Anticipation of Service 2.0: In Exploration of the next Generation of Services: Mahmoud Abdel-Rahman, Mr. Abdalla	Mapping critical skills for management students and managers, Karen Miller
16:00-16:45	CLOSING REMARKS / WINE & CHEESE							

