

Wednesday, 8 February / Preconference day

Subject to change

10:30-11:15

11:15-11:30

11:30-12:00

Conference Kick-Off, Exhibition
Centre WeeGee

Splitting in
workshop groups

Transportation to
workshop venues



	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	
12:00-17:00	Creating service ideas for WeeGee: Creative and guided brainstorm with participants - WeeGee Exhibition Centre & Laurea UAS/Fjord	Hospitality case - Hanasaari & Laurea UAS	Theater methods - Aleksander theater & Workplayexperience	Designing public services - Aalto University	Service design health care case - Terveystalo Ltd.	Fast from ideas to practice - TBWA Marketing agency	Public services - Design Reform Ltd. & Zone Interactions Ltd.	Interaction analysis and implementation for service encounters - Atwork	Service stories - Hanken School of Economics
17:30	GET TOGETHER - BIO REX								

Participants will be divided into groups on behalf of the conference organizing committee. Every group participates to three different workshops. Workshop tour will be held between 11:30am and 5pm. Depending on the workshop, one's running time is between 45-90 minutes. There are two to four sessions of every workshop. Transportation between workshop venues will be done by using bus and by walking.

