



Wednesday, 8 February (Preconference day)

Preliminary program - subject to change!

10:30-11:15

11:15-11:30

11:30-12:00

<p>→ Conference Kick-Off, Exhibition Centre WeeGee</p>	<p>Splitting in workshop groups</p>	<p>Trasnportation to workshop venues</p>
--	-------------------------------------	--

	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	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, Jaana Komulainen	Service stories - Hanken School of Economics
17:30	Get together, BioRex			Get together, BioRex			Get together, BioRex		

Every group gets to join in three different workshops. Workshop tour will be held between 11.30am and 5pm. Depending on the workshop, ones running time is between 45 min - 90 minutes. There is two to four sessions of every workshop. Transportation between workshop places will be done by buss and walking.

