

Wednesday, 8 February (Preconference day)

Preliminary program - 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



12:00-
17:00

17:30

WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS
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
Get together, BioRex								

Every group participates to three different workshops. Workshop tour will be held between 11.30am and 5pm. Workshop tour and participants of them will be planned by the organising committee of the conference. Depending on the workshop, ones running time is between 45 min - 90 minutes. There are two to four sessions of every workshop. Transportation between workshop places will be done by bus and walking.

