

ServDes. CO-CREATING SERVICES
8-10 FEBRUARY 2012
SERVICE DESIGN
AND INNOVATION CONFERENCE

Friday, 10 February Business day

Subject to change

	8:30-9:00	9:00-9:05	9:05-9:50	9:50-10:35	10:35-11:20	11:20-11:30	
	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
12:30- 16:00	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS
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: Culminatum/Jussi Sorsimo	Ruukki Case: TBWA/Lauri Toivonen	Helping people and companies to like each other: 358/Anton Schubert
14:00- 14:30	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	Nuukio Case: Visit Espoo/Jaana Tuomi	Public Transportation: Ajelo & Aalto/ Petri Tolppanen, Timo Halko	Aalto/Kirsikka Vaajakallio (topic published later)	Anticipation of Service 2.0: In Exploration of the next Generation of Services: Mahmoud Abdel-Rahman, Mr. Abdalla
16:00- 16:45	CLOSING REMARKS / WINE & CHEESE						

