



Friday, 10 February (Business day)

Preliminary program - 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 Stenroos, Design Director, Kone: Emotional Engagement & Consumerisation of Innovation"	KeyNote: not confirmed yet	Intro for the rest of the day

	Workshops	Workshops	Workshops	Workshops	Workshops	Workshops	
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	
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/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	
14:30-16:00	Theater Methods: Workplayexperiences/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	Nuusio 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						

