

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 organising committee. Every group participates to three different workshops. Workshop tour starts at 11.30 am and ends at 5 pm. The length of the workshops vary from 45 minutes to 90 minutes. There are two to four sessions of each workshop. Transportation between workshop places will be done by using buses and by walking.

