

08:15 CONFERENCE REGISTRATION

Room **EARTH**

09:15 WELCOME TO SERVICE DESIGN IN BUSINESS 2017

09:30 **KEYNOTE** **EARTH**
The architecture of talent - how organisations transform 60 MINUTES
Alberta Soranzo LLOYDS BANKING GROUP

10:30 REFRESHMENT BREAK

Room **EARTH** **WATER**

11:00 CASE STUDY
Hacking the organisation: tales from the frontline on embedding design
 45 MINUTES
Sarah Drummond
 SNOOK

CASE STUDY
Nice landing, wrong airport: lessons learnt the hard way in co-creation
 45 MINUTES
Philippe Martens
Remco Lenstra
 ANTWERP MANAGEMENT SCHOOL

SWITCHOVER **SWITCHOVER**

11:50 CASE STUDY
Amplifying design through connection, reasoning and manipulation
 45 MINUTES
Jason Mesut
 RESONANT DESIGN AND INNOVATION

CASE STUDY
From problem solving to piloting at Decathlon in 5 days
 45 MINUTES
Phillippa Rose
 CURRENT WORKS LTD
Lara Salinas
 UNIVERSITY OF THE ARTS, LONDON
Francisco Jiminez
 DECATHLON LAKESIDE

12:35 LUNCH BREAK

13:30 CASE STUDY
The mirror and the window: applying design thinking to the employee experience
 60 MINUTES
Adam Parker
 MIG GLOBAL
Nicci Videtta
 CAMBRIDGE CONSULTANTS

WORKSHOP
How to turn behavioural insights into better service design
 60 MINUTES
Tom Cornwall
 RAINMAKER

14:30 REFRESHMENT BREAK

15:00 CASE STUDY
Going glocal: designing a global and local employee experience
 60 MINUTES
Abbie Walsh
James Deakin
 FJORD

CASE STUDY
How to conquer a document mountain
 60 MINUTES
Nik Lazell
 CXPARTNERS
Rob Brewer
 ZURICH
Stu Charlton
 CXPARTNERS

16:00 LIGHTNING TALK SWITCHOVER

16:05 **LIGHTNING TALKS** **EARTH**
Lightning Talks 10 MINUTES EACH

16:35 SOCIAL EVENING AT 15HATFIELDS

09:00 CONFERENCE REGISTRATION

09:45	KEYNOTE EARTH Scaling the design of good services 45 MINUTES Kate Tarling FLY UX		
10:30	REFRESHMENT BREAK		
Room	EARTH	WATER	AIR
11:00	CASE STUDY Creating a service design methodology for Sopra Steria 45 MINUTES Coca Rivas SOPRA STERIA	CASE STUDY Choosing the right service design for your business 45 MINUTES Joel Bailey LIVEWORK	WORKSHOP World of systems workshop 90 MINUTES Mike Laurie INDEPENDENT Ross Breadmore LLOYDS BANK
	SWITCHOVER	SWITCHOVER	
11:50	CASE STUDY Across product silos: Service Design at the BBC 45 MINUTES Blaise Galinier BBC	CASE STUDY Connecting "outside in" with "inside out" 45 MINUTES Angela Mancini LIVEWORK Ben Reason LIVEWORK	
12:35	LUNCH BREAK		
13:30	CASE STUDY Converting an organisation of experts to customer-centred design 60 MINUTES Samar Héchaimé TATA CONSULTANCY SERVICES	WORKSHOP Service Design. Where does it all go wrong 60 MINUTES Sarah Buxton THE OBSERVER EFFECT	
14:30	REFRESHMENT BREAK		
15:00	TUTORIAL How to sabotage an organisation 60 MINUTES Michele Ide-Smith EUROPEAN BIOINFORMATICS INSTITUTE Francis Rowland SIGMA CONSULTING	CASE STUDY Successful disruption through service design 60 MINUTES Erik Roscam Abbing LIVEWORK	
16:00	EARTH CONFERENCE CLOSE - 15 MINUTES		