

## The Conference



**The practical conference for anyone involved in designing or commissioning services that tackle key business challenges.**

SDinBiz aims to bring together the very best service design speakers and practitioners to share techniques and case studies from the field. We endeavour to ensure participants can connect, network and learn from their peers in a positive and practical environment. This will be a valuable opportunity to learn from industry experts, mix with fellow designers and shape your community from the inside!

## Our Venue



**15Hatfields**

**London, UK**

[www.15hatfields.com](http://www.15hatfields.com)

Located in the heart of London, 15Hatfields is a stylish and sustainable conference and events venue boasting state of the art facilities to high environmental specifications.

The UK's capital city, London offers a huge variety of destinations including museums, parks and open spaces, royal buildings, markets, river based activities on the Thames, as well as restaurants, bars, night clubs, cinemas, theatres and so much more.

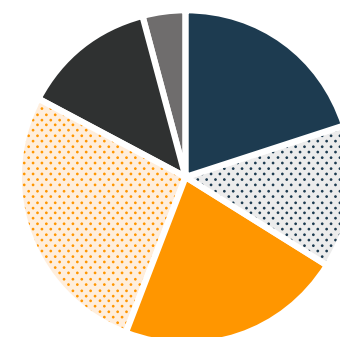
## Our Participants



**We are aiming to attract 120+ professionals.**

The individuals and companies represented will be facing many service design challenges and looking for solutions to meet the needs of a wide range of service users. They will have a passion for designing genuinely useful engagements and experiences.

## Job Titles Represented



**SD in Biz 2016 attracted participants with the following job roles\*:**

- 20%** Designer (SD/UX/UI/CX)
- 14%** Lead
- 22%** Manager
- 27%** Director/C Level
- 13%** Consultant/Advisor
- 4%** Other

\*Please contact us for more information on specific job titles.

## Companies Represented

Arken Associates, Barclays, beyondprocess, Cambridge Consultants Ltd, Center for Service Innovation/Telenor, Claro Partners, Closure Experiences, commercetools GmbH, Cork County Council, Delta Lloyd, Dennis Flood, Department for International Trade, Designit, Deutsche Telekom AG, different GmbH, DWP Digital, eda.c, EMBL-EBI, EY, Fjord/Accenture, Fujitsu, Gowling WLG (UK) LLP, Hellon human-to-human business, Home Office, HS2 Ltd, Human Systems Ltd, IBM, Independent, Innovationbubble, INSITUM, Jisc, Karima Saad Ltd, **Livework**, Lloyds Banking Group, Mercer, Methods Digital, Phill Kemp, Pilot Works, Prospect, RARE Business, Red Badger, Rokket Digital Limited, Royal Holloway, University of London, Saatchi & Saatchi Pro, Schroders, Sift Digital, Spotless Interactive Limited, Studio 24 Ltd, Telenor, The European House Ambrosetti, The OE, ThoughtWorks, UENI Ltd, University of the Arts London, London College of Communication, Whitbread / Premier Inn, ZS Associates.

\***Bold text** denotes partner/sponsor organisations.

	Social Evening 2 Available	Bronze ∞ Available	Silver 2 Available	Gold 2 Available	Platinum 1 Available
<b>Package Price</b> (excl. VAT)	From <b>£800</b>	<b>£500</b>	<b>£1500</b>	<b>£2500</b>	<b>£3500</b>
<b>Opening &amp; Closing Remarks</b>	Logo on slide	Logo on slide	Logo on slide	• Logo on slide • Verbal thanks	• Logo on slide • Verbal thanks
<b>Website Home Page</b>	Logo	Logo	Logo	Logo & link	Logo & link
<b>Website Sponsor Page</b>	• Logo & link • 100 word bio	• Logo & link • 100 word bio	• Logo & link • 150 word bio	• Logo & link • 200 word bio	• Logo & link • 250 word bio
<b>Tweet Outs</b> (minimum)	4	4	6	8	10
<b>Participant Booklet</b>	Logo on sponsor and social page	Logo on sponsor page	Logo on sponsor page	• Logo on sponsor page • Full page ad	• Logo on sponsor page • Full page ad
<b>Discount off Conference Tickets</b>	15%	15%	20%	25%	30%
<b>Participant Pack Inserts</b>	-	1	1	1	2 (or e.g. t-shirts etc)
<b>Participant List</b> (includes emails where available)	✓	-	✓	✓	✓
<b>Exhibition Space</b>	Banner at social evening	-	Banner	2m x 1m space	• 2m x 1m space • Banner at social evening (optional)
<b>Tickets Included</b>	-	-	2	3	5
<b>Speaking Slot</b>	-	-	-	45 minutes	60 minutes
<b>Personnel Tickets</b> (no access to sessions)	-	-	-	1	2
<b>Social Event Giveaways</b> (optional)	✓	-	-	-	✓
<b>Banner at Social Event</b>	✓	-	-	-	✓

If the packages are too prescriptive, don't offer the right fit, or if you just have an idea you'd like to try out, please contact: **Jenna Wass** - [jenna@software-acumen.com](mailto:jenna@software-acumen.com) or **Cara Hanman** - [cara@software-acumen.com](mailto:cara@software-acumen.com)

### Social Evening Sponsorship

Add this to any package for **£600**. This will subsidise the refreshments available and you receive all the additional benefits of that package. If you have a bigger budget then we can do more to delight.

**Add Delight** Sponsors help us provide something extra. We welcome all opportunities to surprise, delight, and lift a participant above their expected experience at one of our events.

For example you could be thinking about offering:

- a constructive activity like a LEGO™ build,
- giveaways like pens, cups, t-shirts etc
- social activities like a photo booth, LEGO™ firewalk, graffiti-ing t-shirts, or a social photo wall with polaroid cameras.

We are always interested in adding something that will get people talking and make their experience truly memorable. We are also always happy to make sponsor's giveaways and promotional items available from the registration desk. Please let Jenna/Cara know if you would like to utilise this option.

**Noteworthy** We would like all potential sponsors to know that we will be finalising the programme in **early June 2017**.

If you would like a package including a session we will need to confirm your session details by **30 June 2017**. After this date speaking slots may no longer be available benefits but package prices will remain the same.

**Tickets** Ticket allocation includes speakers.

A limited number of stand personnel tickets are available at £80/day.

These do not allow access to the conference but do include all refreshments and the social evening. Contact us for more information.

**Lanyards/Bags** We have two available additions to any of the packages at no extra charge.

If you would like to supply branded lanyards to hold the name badges, or branded bags for the participant packs, please express your interest when confirming your sponsorship.

Each offer is on a first come, first served basis.

**Next Steps** If you have any questions, are keen to book, would like to discuss the packages, or create something specific, please do get in touch:

### Get in touch:



**Jenna Wass**  
Sponsorship  
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• JennaW31016



**Cara Hanman**  
Marketing & Partnering  
[cara@software-acumen.com](mailto:cara@software-acumen.com)  
• CaraHanman

### You can also:

Contact our hotline on +44 (0)1223 900 107  
Visit our website [bizservicedesign.net](http://bizservicedesign.net)  
Or tweet us @SDinBiz