



# What is Service Design?

**"Service Design is a collaborative process of researching, envisaging, and then orchestrating experiences that happen over time and multiple touchpoints."**

*Prof. Birgit Mager, SDN President*





Who are  
we?



Volunteer-led,  
non-profit organisation



29 international  
chapters



1,200+ members with  
over 10 years of expertise



70,000+ online followers  
700+ SDGC attendees

We promote service design because we  
**passionately believe** it is the key to future  
success in a social and economical sense.

## MANAGEMENT BOARD



**Tarja Chydenius**  
Service Design Network  
Laurea University Of  
Applied Sciences



**Shelley Evenson**  
Service Design Network  
Fjord



**Jesse Grimes**  
Service Design Network  
Informaat



**Jamin Hageman**  
Service Design Network  
Capital One



**Yigit Kulabas**  
Service Design Network  
RE / Design Business



**Birgit Mager**  
Service Design Network  
SDN President & KISD



**Alex Nisbett**  
Service Design Network  
Designit



**Brian Gillespie**  
Service Design Network  
Independent Consultant

## SDN GLOBAL TEAM



**Karin Henz**  
Accountant



**Cristine Lanzoni**  
Website, Accreditation and  
Publications Manager



**Eloise Smith-Foster**  
National Chapters, Award and  
Member Experience Manager



**Samuel Simon**  
Digital Media Manager



**Alicia Shao**  
Member Care and Service  
Design Award Manager



**Katja Trinkwalder**  
Service Design Award Annual  
Publication Manager



**Marie Kopka**  
Personal Assistant to  
SDN President



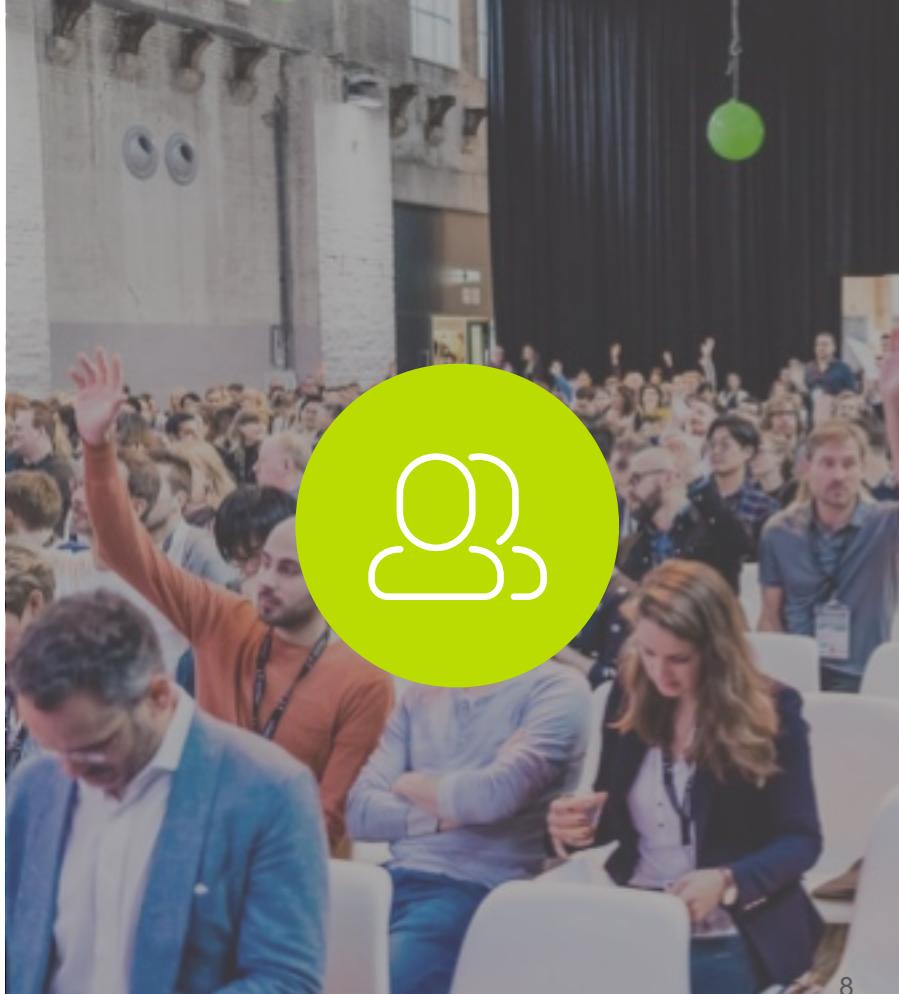
**Laura Gedatus**  
Project Manager



What do  
we do?

We connect you with  
**like-minded, passionate**  
professionals and service  
designers from companies,  
agencies and academia.

We equip you to **create better  
services and raise awareness**  
about **service design**.



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Facilitate knowledge exchange

Create relevant content

Recognise & celebrate  
best practice



Raise awareness  
& grow service design

Connect the  
international community

Enrich the local  
SD community

A photograph of a group of people gathered around a table, focused on creating service design prototypes. They are using various materials like paper, markers, and small figures to map out their ideas. The scene is set in a workshop or conference environment.

How do  
we do  
that?

# Become a paying **MEMBER** for **EXCLUSIVE BENEFITS**



# Join our community for free as a **COMMUNITY FOLLOWER**



# ONLINE COMMUNITY

72,212

TOTAL audience following our  
social media activities

## NEW SDN COMMUNITY SLACK



**Join the international conversation!**  
For SDN Community Followers and Members  
[sdn-community.slack.com](https://sdn-community.slack.com)

A wide-angle photograph of the Dublin skyline, featuring the iconic Samuel Beckett Bridge in the foreground and various modern architectural structures along the riverbank under a clear blue sky.

11-12 October 2018 Dublin

# SAVE THE DATE

Exclusive SDN Members Event 10 Oct

# National Conferences

- Run by local chapters
- **Educate and explore** key themes
- Aimed at **local and national** community



25.4.2018

HELSINKI  
SDN NATIONAL  
CONFERENCE 2018  
#HKISDNC18



# THE EVOLVING ROLE OF SERVICE DESIGN



# NORD C SERVICE DES GN

<http://bit.ly/2BXu7zh>

# LOCAL CHAPTER EVENTS



# Service Design Day

## June 1st each year

- **Celebrates** the field of service design
- **Raises awareness** in new audiences
- Brings the **community** together



# Service Design Award

- **Celebrates and rewards success**
- Evidences the **value** of service design
- Showcases **best practices**



# Service Design Award Annual 2017

- Showcases **best practices**
- Shows **impact** of service design
- **Inspires**, educates & celebrates



# SDN Accredited Training Initiative

- **Establish yourself** as SDN Accredited Service Design Trainer
- **Official accreditation** from the Service Design Network
- Help create **transparency** within the industry.



# Publications and Reports

- **Touchpoint** Journal
- Impact Reports
  - Financial Sector
  - Public Sector
  - Health Sector
  - Design Thinking In-house



