

SERVICE DESIGN HONG KONG

DESIGN FOR IMPACT



NOVEMBER 7 & 8, 2019

WWW.SERVICEDESIGN.COM.HK

"SDHK is engaging, inspiring and passionate. You guys rock!"
-Virginia Morris

"You meet people with a huge heart and great mindset. That just makes me grow."
-Kaleb Cardenas

"Many conferences are about the problems. At SDHK we talk about solutions."
-Shu Yang Lin

WHAT IS SERVICE DESIGN HONG KONG?

Asia's premier conference for innovators and change-makers.

2019 Theme: Design For Impact

Design for Impact looks at the strategic role that service design can play in shaping the future, elevating quality of life, affecting powerful change and have a positive affect on society.

We are inspired by the role Service Design can play in shaping and building a better world.

Day 1 - Inspiration

Speakers, panel discussions and an inspiring environment. Finishing with a social mixer.

Day 2 - Learn by doing

Use the principles of Design Thinking for a better human future. Finishing with a party.

Both days - Make valuable connections

During lunches and social mixers we intent to create the best possible environment to informally connect with other participants.

SDHK is an accredited event of BODW City Programme

WHY ATTEND?

Professional Development

Understand design-led innovation in Asia

We showcase the best examples of design-led innovation from around the region. You will gain unique perspectives about localised approaches and challenges.

A regional network & community

Accelerate your personal and professional development, by joining a community of people who share your passion for creating a better future for humanity.

Immersive learning

Learn about the value of design-led innovation and how to apply it in the real world, with keynote talks, stories, interactive sessions and learning experiences over 2 days.

Business Innovation

Enhance the quality of solutions

Human-centric methods lead to better solutions by collaborating and co-design

Increase the adoption of services

Customers are more likely to embrace the outcome when they are involved in the innovation process.

De-risk innovation

Test ideas with customers continuously to lower the risks.

Improve the ability to adapt

Design Thinking methods help people to respond and adapt to rapid changes in their environment.

What is Design Thinking

Design Thinking is an **inclusive and creative approach to problem solving**. It encourages participation and **transparency** while creating outcomes that are beneficial for **people**, businesses, communities and nations.

What is Service Design

Service Design is the **deliberate creation and coordination of solutions, services and experiences** that ensure **companies, educators and governments** deliver meaning and **value for humanity**.