



THE INTERNATIONAL SERVICE DESIGN EXPERIENCE

TUESDAY 26TH SEPTEMBER 2017

▲ FOTA ISLAND RESORT, CORK, IRELAND ◀



Session 1 – Designing for People: International Impact

In the opening session, 5 Global Design and Innovation leaders will discuss service design policies, perspectives and practices in an international context. Which countries are leading the charge in service design? What can we learn from them and how can we apply those lessons to the public and private sectors?

Session 2 – Transforming the Future: Societal Impact

In the second session of the day delegates will hear how Service Design is making an impact on addressing the transformation agenda in the public sector. Where is Service Design being used and embedded in national government, local authorities, third level institutions etc? How can Service Design transform Public Services?

Session 3 – Impact by Design: Commercial Opportunities

The closing session of the day examines the potential for service design to ignite innovation in all sectors and is presented by practitioners in finance, design, technology and management consultancy spheres.

AGENDA

REGISTRATION 8.30 – 9.30 Tea/Coffee & Networking Opportunity

9.30 **Opening Address – Gina London MC**
Declan Hurley, Mayor of County Cork & **Tim Lucey**, Chief Executive, Cork County Council

SESSION 1 – DESIGNING FOR PEOPLE

10.00 **Keynote Speaker: Birgit Mager** Professor for Service Design at Köln International School of Design and President of the International Service Design Network
Aline de Araujo Alonso Service Design Network Project Manager - Service Design Impact Report

10.15 **Louise Downe** - Head of Design for the UK Government - Government Digital Service

10.30 **Cat Macaulay** – Head of User Research and Service Design at the Scottish Government

10.45 **Simon O’Rafferty** - Design Research Fellow with the Irish Environmental Protection Agency

11.00 **Panel Discussion:** chaired by **Tim Lucey**, Chief Executive of Cork County Council.
Panel Members: Birgit Mager, Louise Downe, Cat Macaulay, Simon O’ Rafferty

11.20 Tea/Coffee & Networking Opportunity

SESSION 2 – TRANSFORMING THE FUTURE

11.45 **Keynote Speaker: Pat McLoughlin** - Chairperson of the National Oversight and Audit Commission

12.00 **James Fogarty** - Deputy Chief Executive, Cork County Council.
Orla Flynn Vice-President for External Affairs at Cork Institute of Technology

12.10 **Julianne Coughlan** - Acting Senior Executive Officer, CCC & Service Republic Project Manager
Alan Ainsley - Partner at Snook -award winning design agency.

12.25 **Heather Madden** Project Leader at Cork Institute of Technology,
Michelle Nelson - Student Services Redesign Project Manager, University College Cork

12.40 **Samantha Jones** - Former Director of New Care Models Programme (*Five Year Forward View*)
National Health Service England.

12.55 **Panel Discussion:** chaired by **Orla Flynn**, Vice-President for External Affairs at CIT
Panel Members: Pat McLoughlin, James Fogarty, Julianne Coughlan, Heather Madden, Samantha Jones

1.15 Lunch & Networking Opportunity

SESSION 3 – IMPACT BY DESIGN

2.15 **Keynote Speaker: Lorna Ross** – Group Design Director at Fjord, Dublin

2.30 **Paidi O’Reilly** - Innovation Specialist and Research Fellow, University College Cork.
David Sammon - Information Systems Professor, University College Cork

2.45 **Sarah Drummond** - Founding Director, Snook - award winning design agency.

3.00 **Lesley Tully** Head of Design Thinking at Bank of Ireland

3.15 **Hilary Jones** – Customer Ambassador for Firmstep and former Deputy Chief Executive for Scarborough Council.

3.30 **Panel Discussion:** chaired by **Jesse Grimes** Service Design Network.
Panel Members: Lorna Ross, Paidi O’ Reilly, Lesley Tully, Hilary Jones & Sarah Drummond