

# program 2016

## Day 1 - Friday Oct 7

8:30 am - 9:00 am	Entrance and coffee moment
9:00 am - 9:15 am	Welcome
9:15 am - 9:55 am	Keynote: Adam Lawrence, 'Customer-centric innovation - doing, not talking'
9:55 am - 10:35 am	Keynote: Doug Powell, 'Design at Scale: Building a culture of design at IBM'
10:35 am - 11:05 am	Keynote: Patrick van der Pijl, 'Design a better business'
11:05 am - 11:30 am	Coffee break
11:30 am - 14:00 pm	Masterclass: Patrick van der Pijl, 'Business Model Canvas, strategic masterclass'
	Masterclass: Erik Roscam Abbing, 'The value of Service Design: convincing stakeholders'
	Masterclass: Maritza Guaderrama & Mercè Graell, 'Service Design Bootcamp: Co-creating customer value'
	Masterclass: Tom de Bruyne & Jorn Craeghs, 'Thinking like a behavioral designer'
14:00 pm - 15:10 pm	Lunch
15:10 pm - 15:50 pm	Keynote: Remko Vermeulen, 'The Service Design Unicorn'
15:50 pm - 16:30 pm	Keynote: Barbara Franz, 'The power of prototyping for and with people'
16:30 pm - 17:30 pm	Panel: Oscar Kneppers & Jelle Prins, 'What businesses can learn from startups'
17:30 pm - 19:30 pm	Drinks and networking

# program 2016

## Day 2 - Saturday Oct 8

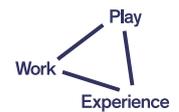
8:30 am - 9:00 am	Entrance and coffee moment
9:00 am - 9:15 am	Welcome
9:15 am - 9:55 am	Keynote: Asier Perez, 'Taking a seat at your customer's table'
9:55 am - 10:20 am	Keynote: Kike Alonso, 'User-centric vs. data-driven product design approach'
10:20 am - 11:05 am	Keynote: Laila Pawlak, 'Designing extraordinary customer experiences in an exponential world'
11:05 am - 11:30 am	Coffee break
11:30 am - 14:00 pm	Masterclass: Laila Pawlak, 'Deep diving into customer experiences of the future' Masterclass: Tuomas Syrjänen & Anton Schubert, 'From Customer to Creator' Masterclass: Adam Lawrence, 'Creating safe space for innovation' Masterclass: Beatriz Belmonte & Nora González, 'Service Design Handovers'
14:00 pm - 15:10 pm	Lunch
15:10 pm - 15:50 pm	Keynote: Alessia Rullo, 'A day in the life of - an inside-out view of the HP Design team'
15:50 pm - 16:20 pm	Keynote: Joost Holthuis & Jonne Kuyt, 'Under the skin'
16:20 pm - 16:50 pm	Keynote: Maria Santolaria, 'The story of opportunity'
16:50 pm - 17:30 pm	Final chord: Chris Grant
17:30 pm - 19:30 pm	Drinks and networking

This event is made possible by:

**Designit**<sup>®</sup>

**FJORD**<sup>™</sup>  
Design and Innovation from  
Accenture Interactive

edenspiekermann\_



designthinkergroupspain



Yammer<sup>®</sup>



live|work

INUSUAL<sup>®</sup>



Version 1.3

For details on keynotes, masterclasses and speakers  
go to: <http://servicedesigndays.com/>

Address venue:

Antiga Fàbrica Estrella Damm  
Carrer del Rosselló 515  
08025 Barcelona, Spain  
Tel. (+34) 902 30 01 25

© 2016 Service Design Days