

THE 2ND ANNUAL SERVICE DESIGN SYMPOSIUM

Innovation in Service Design

OCT. 6TH, 9am–12pm, NC STATE UNIVERSITY, HUNT LIBRARY
1070 Partners Way, Raleigh, NC 27606

Join us for an unprecedented selection of master classes in Service Design Innovation. With leadership representation from community services, information technology, computing, and consulting, this year's Service Design Symposium provides access to practical experiences and 1:1 advice on creating positive change through Service Design. Learn how services innovation can play a game-changing role in your business, organization, or community.

KEYNOTE ADDRESS:

Eric Ellis

Chief Technology Officer, NC Dept. of Environment and Natural Resources
Director, North Carolina Innovation Center

INNOVATION IN SERVICE DESIGN BREAKOUT WORKSHOPS:

Surprise with the Expected: An Introduction to Service Design

Scott Rose, Certified Service Design Trainer, Managing Partner PassionIT Group

Community Microloan Program: A Service Design Case Study

Alice Lutz, CEO Triangle Family Services

Global Marketing Services Innovation Workshop

Steve Greene, VP, Global Channel Marketing, Wacom Technology Corporation

Mapping the Customer Journey: IBM Global Business Services Case Study

David Hughes, Director, Market Segment Management, IBM Global Business Services



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(limited seating available)