

The Conference



Service Design in Government is a practical conference for anyone involved in designing or commissioning public services.

We are aiming to bring together the very best service design speakers and practitioners working in this space to share techniques and case studies from the field.

We endeavour to ensure participants can connect, network and learn from their industry peers in a positive and practical environment.

Our Venue



John McIntyre Conference Centre, Edinburgh

edinburghfirst.co.uk/venues/john-mcintyre-conference-centre

Our venue for 2019 is the John McIntyre Conference Centre in Edinburgh, Scotland's capital city.

Conveniently located for all major transport links, the Centre also offers state-of-the-art technical capabilities for our participants. Edinburgh is a beautiful city that offers plenty to delight outside of the conference.

Our Participants

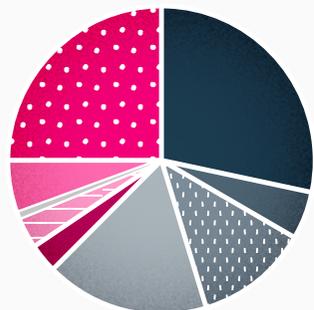


We are aiming to attract more than 250 participants from across the globe.

Service Design in Government is aimed at professionals who either manage, design or develop public services. Participants will include Government employees, consultants and design agencies.

This event attracts participants from across the globe who are keen to engage with other professionals who are leading the way in Government Service Design. Since the event's inception, participants have travelled from 28 countries including the Netherlands, Malaysia, Austria, New Zealand, Norway, Australia, Israel, Canada and the United States to join us.

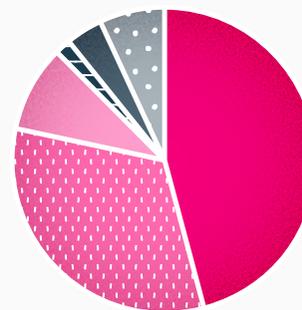
Job Titles Represented



The 2018 event attracted organisations from the following sectors:

28.4%	Designer (includes senior/lead)	3.2%	Project Manager
5.2%	Consultant	0.7%	Developer
11.9%	C-Level/Director/Founder	5.5%	Researcher (includes senior/lead)
17.1%	Manager/Head of	24.8%	Other
3.2%	Product Manager		

Sectors Represented



The 2018 event attracted participants with the following job roles:

46%	Government (Central and Local))	9.2%	Education
32.4%	Consultants/Professional Services	1.6%	Non-profit/Charity
		3.9%	Health
		6.9%	Other

	Social Evening 2 Available*	Bronze ∞ Available	Silver Limited Availability	Gold Limited Availability	Platinum 1 Available
Package Price (excl. VAT)	From £1250	£750	£1950	£3000	£4500
Opening & Closing Remarks	Logo on slide	Logo on slide	Logo on slide	• Logo on slide • Verbal thanks	• Logo on slide • Verbal thanks
Website Home Page	Logo	Logo	Logo	Logo & link	Logo & link
Website Sponsor Page	• Logo & link • 100 word bio	• Logo & link • 100 word bio	• Logo & link • 150 word bio	• Logo & link • 200 word bio	• Logo & link • 250 word bio
Tweet Outs (minimum)	4	4	6	8	10
Participant Booklet	Logo on sponsor and social page	Logo on sponsor page	Logo on sponsor page	• Logo on sponsor page • Full page ad	• Logo on sponsor page • Full page ad
Discount off Conference Tickets	15%	15%	20% for first 8 15% thereafter	25% for first 8 15% thereafter	30% for first 8 15% thereafter
Participant Pack Giveaways	-	1	1	1	2 (or e.g. t-shirts etc)
Participant List (includes emails where available)	✓	-	✓	✓	✓
Exhibition Space	Banner at social evening	-	1m Banner & small poseur table	2m x 1m space	• 2m x 1m space • Banner at social evening (optional)
Tickets Included	-	-	2	3	5
Speaking Slot	-	-	-	45 minutes	2 x 45 minutes**
Personnel Tickets (no access to sessions)	-	-	-	1	2
Social Event Giveaways (optional)	✓	-	-	-	✓
Banner at Social Event	✓	-	-	-	✓

**For Platinum sponsors, an option on a 90 minute session is available when booked before 15 September. After which 2x45 min sessions will be held on programme.

If the packages are too prescriptive, don't offer the right fit, or if you just have an idea you'd like to try out, please contact in the first instance: **Jenna Wass - jenna@software-acumen.com or 07748 592204.**

*Social Evening Sponsorship

Add this to any package for **£950**. This will subsidise the refreshments available and you receive all the additional benefits of that package. If you have a bigger budget then we can do more to delight.

Add Delight Sponsors help us provide something extra. We welcome all opportunities to surprise, delight, and lift a participant above their expected experience at one of our events.

For example you could be thinking about offering:

- a constructive activity like a LEGO™ build,
- giveaways like pens, cups, t-shirts etc
- social activities like a photo booth, LEGO™ firewalk, graffitiing t-shirts, or a social photo wall with polaroid cameras.

We are always interested in adding something that will get people talking and make their experience truly memorable. We are also always happy to make sponsor's giveaways and promotional items available from the registration desk. Please let Jenna/Cara know if you would like to utilise this option.

Noteworthy We would like all potential sponsors to know that we will be finalising the programme by **October**.

If you would like a package including a session, we will need to confirm your session details by **12 October 2018**. After this date speaking slots may no longer be available benefits but package prices will remain the same.

Tickets Ticket allocation includes speakers.

A limited number of stand personnel tickets are available at £80/day.

These do not allow access to the conference but do include all refreshments and the social evening. Contact us for more information.

Lanyards/Bags We have two available additions to any of the packages at no extra charge.

If you would like to supply branded lanyards to hold the name badges, or branded bags for the participant packs, please express your interest when confirming your sponsorship.

Each offer is on a first come, first served basis.

Next Steps If you have any questions, are keen to book, would like to discuss the packages, or create something specific, please do get in touch:

Get in touch:



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You can also:

Contact our hotline on
+44 (0)1223 900 107
Visit our website
govservicedesign.net
Or tweet us
[@SDinGov](https://twitter.com/SDinGov)