

# Thursday 19th March DAY 01

8:00 - 9:00	Conference Registration. Tea / Coffee	
	EARTH & WATER	
9:00 - 9:15	SOFTWARE ACUMEN - Michele Ide-Smith <i>Welcome to Service Design in Government 2015</i>	
9:15 - 10:15	KEYNOTE SPEAKERS - Jess McMullin & Alex MacLennan <i>Conquering Complexity: Mindset as a tool to shape public design culture &amp; capability</i>	
10:15 - 10:45	Tea / Coffee Break	
	EARTH	WATER
10:45 - 12:15	<p>CASE STUDY <b>Re-designing a digital justice system that truly serves the needs of the public</b> (45 MINUTES) Paul Shetler (MINISTRY OF JUSTICE)</p> <p>EXPERIENCE REPORT <b>Redesigning government as an agile service platform</b> (45 MINUTES) Louise Downe (GOVERNMENT DIGITAL SERVICE)</p>	<p>EXPERIENCE REPORT <b>A community not a library: Design patterns for government services</b> (90 MINUTES) Caroline Jarrett (EFFORTMARK AND GOVERNMENT DIGITAL SERVICE) Tim Paul (GOVERNMENT DIGITAL SERVICE)</p>
12:15 - 13:30	Lunch	
13:30 - 15:00	<p>OTHER <b>Thriving Families: developing different, better, lower cost family services in Derbyshire</b> (45 MINUTES) Sarah Eaton (DERBYSHIRE COUNTY COUNCIL) Martha Eaton, Ajo Clau (INNOVATION UNIT)</p> <p>EXPERIENCE REPORT <b>Service design &amp; change management: the experience in the Citizen Service Office of Sant Quirze del Vallès</b> (45 MINUTES) Itziar Pobes, Marc Garcia Fortuny (WE QUESTION OUR PROJECT) Gemma Màrmol (SANT QUIRZE DEL VALLÈS TOWN HALL)</p>	<p>WORKSHOP <b>Developing evidence-based and user-centred digital inclusion strategies</b> (45 MINUTES) Liz Stevenson (CAMBRIDGESHIRE COUNTY COUNCIL)</p> <p>EXPERIENCE REPORT <b>Supporting Public Service Innovation Using Design in European Regions</b> (45 MINUTES) Paul Thurston (PDR, THE SPIDER PROJECT)</p>
15:00 - 15:30	Tea / Coffee Break	
15:30 - 16:30	<p>OTHER <b>Engaging 2500 + London Underground staff in service re-design</b> (60 MINUTES) Ben Reason (LIVEWORK) Alison Little, Pele Bapere (TRANSPORT FOR LONDON)</p>	<p>CASE STUDY <b>Sleek, bold and friendly: Vehicles and Drivers Register redesigned</b> (60 MINUTES) Marcin Malicki, Rafal Drewnowski, Maciej Bartosiewicz (CENTER FOR IT OF THE INTERIOR MINISTRY (COI))</p>
16:30 - 17:00	Lightning Talks	
17:00 ONWARDS	Social Evening	

# Friday 20th March DAY 02

8:30 - 9:30	Conference Registration. Tea / Coffee	
	EARTH & WATER	
9:30 - 10:45	KEYNOTE SPEAKER – <b>Andrea Siodmok</b> <i>Details to be announced</i>	
	EARTH	WATER
10:45 - 12:15	CASE STUDY <b>Personalised Registrations Digital Exemplar - how DVLA simplified the user experience</b> (45 MINUTES) Rohan Gye, Louise Pierpoint (DVLA)	CASE STUDY <b>Challenging the Orthodoxy: How Culture Change enables Citizen-centric Services</b> (45 MINUTES) Tom Sedge (AMBITIOUS MANAGER)
	CASE STUDY <b>"Build me a ..." - Transforming government by building quality digital services.</b> (45 MINUTES) Katy Arnold (THE HOME OFFICE)	EXPERIENCE REPORT <b>Using service design tools in policy making and building public service coalitions.</b> (45 MINUTES) Jo Carter, Esko Reinikainen (THE SATORI LAB)
12:15 - 13:15	Lunch	
13:15 - 14:45	CASE STUDY <b>Service Design: what can it bring to the Higher Education sector?</b> (45 MINUTES) Jean Mutton (UNIVERSITY OF DERBY)	WORKSHOP <b>Guerrilla tactics in usability testing: When time and money are against you.</b> (90 MINUTES) Lily Dart, Rose Rees Jones (DXW)
	CASE STUDY <b>How do we design services that keep older people safe at home and prevent trips and falls?</b> (45 MINUTES) Amanda Pujol (TEIGNBRIDGE DISTRICT COUNCIL), Kathryn Woolf (SEA COMMUNICATIONS)	
14:45 - 15:15	Tea / Coffee Break	
15:15 - 16:15	EXPERIENCE REPORT <b>Reflections on design in the Scottish Government.</b> (60 MINUTES) Lesley Thomson (SCOTTISH GOVERNMENT)	CASE STUDY <b>How new digital services can effect real change in public health.</b> (60 MINUTES) Martyn Evans (UNBOXED CONSULTING) Chris Howroyd (SH:24)
16:20	SOFTWARE ACUMEN – Michele Ide-Smith & Mark Dalgarno <i>Conference Close</i>	