

08:15 Conference Registration

09:15 Welcome to Service Design in Government **PENTLAND**

09:30 **KEYNOTE** **PENTLAND**  
**A tale of two agencies: designing automatic voter registration** 60 Minutes  
**Whitney Quesenbery** Center for Civic Design

10:30 Refreshment Break

**PENTLAND EAST**

**PENTLAND WEST**

**PRESTONFIELD**

**HOLYROOD**

11:00

CASE STUDY

**Just enough discovery**  
45 Minutes

**Mayra Vega**  
**Laurel Gray**  
Pivotal Labs

CASE STUDY

**Design-driven innovation as a toolkit for the Ministry of the Interior (Estonia)**  
45 Minutes

**Katre Savi**  
Estonian Design Centre

HANDS-ON

**Inclusive information in service design and delivery**  
90 Minutes

**Jenni Parker**  
**Ali Fawkes**  
Humanly

WORKSHOP

**Our abundant communities**  
90 Minutes

**Steve Lee**  
Independent

SWITCHOVER

SWITCHOVER

13:30

CASE STUDY

**Prototyping in the fast lane: mobile app and service design for testing commercial vehicles**  
45 Minutes

**David Burgess**  
Deloitte

CASE STUDY

**Embedding end-to-end services on GOV.UK**  
45 Minutes

**Kate Ivey-Williams**  
GDS

12:35 Lunch Break

13:00

CASE STUDY

**Design for democracy - exploring the politics of service design in Scotland**  
60 Minutes

**Mike Press**  
**Hazel White**  
Open Change

CASE STUDY

**Making tough decisions: designing for health benefits in DWP**  
60 Minutes

**Tom Morgan**  
**Rebekah Barry**  
Department for Work and Pensions

CASE STUDY

**Transforming education through service design**  
60 Minutes

**David Morgan**  
Knight Moves

CASE STUDY

**Building a culture of design**  
60 Minutes

**Ellen Care**  
**Anne-Louise Clark**  
London Borough of Bexley

14:30 Refreshment Break

15:00

CASE STUDY

**How Design Influences Policy: Case Studies from the Department of Veteran Affairs**  
60 Minutes

**Xena Ni**  
**Sneha Pai**  
Nava PBC

CASE STUDY

**Sailing into the wind: service redesign within Guy's & St. Thomas' NHS Foundation Trust**  
60 Minutes

**Martyn Evans**  
Unboxed  
**Toby Garrood**  
Guy's & St. Thomas' NHS Foundation Trust

HANDS-ON

**Playing in the face of death - engaging approaches to overcome challenges in service design**  
60 Minutes

**Celine McLoughlin**  
Department for Work and Pensions  
**Anna Rzepczynski**  
Orange Bus

CASE STUDY

**Working in the open works**  
60 Minutes

**Matt Jukes**  
NotBinary

SWITCHOVER

SWITCHOVER

SWITCHOVER

SWITCHOVER

16:05

CASE STUDY

**How cross-government communities can support cross-government services**  
45 Minutes

**Will Harmer**  
GDS

CASE STUDY

**Pea and ham soup? From a chicken? Now that's clever**  
45 Minutes

**Hilary Brownlie**  
**David Monaghan**  
Registers of Scotland

CASE STUDY

**Integrating user-centred design with agile and DevOps**  
45 Minutes

**Robert Coop**  
Hippo Digital

16:50 Social Evening

08:45 Conference Registration

09:30 KEYNOTE **PENTLAND**  
**Digital government: reasons to be cheerful** 60 Minutes  
**Janet Hughes** Freelance Digital Director

10:30 Refreshment Break

**PENTLAND EAST**

**PENTLAND WEST**

**PRESTONFIELD**

**HOLYROOD**

**SALISBURY**

11:00

CASE STUDY  
**Service design confidential: the secrets of solving gritty challenges in government**  
 45 Minutes  
**Jane Fletcher**  
**Olivia Sharp**  
 Kainos

CASE STUDY  
**Where the rubber hits the road: applying a service mindset to product development**  
 45 Minutes  
**Debbi McLean**  
**Lisa O'Brien**  
 Deloitte

CASE STUDY  
**Applied design thinking to support government spend approvals**  
 45 Minutes  
**Vita Mangan**  
 dxw

WORKSHOP  
**What's in it for me? Finding the service proposition in policy**  
 90 Minutes  
**Tory Dunn**  
**Beth Noble**  
**Marc O'Connor**  
 HMRC

DISCUSSION  
**What are service patterns and do we need them?**  
 90 Minutes  
**Kay Dale**  
**Ignacia Orellana**  
 GDS

SWITCHOVER

SWITCHOVER

SWITCHOVER

11:50

CASE STUDY  
**User driven service transformation - challenging health and social care systems by empowering patients and families**  
 45 Minutes  
**Amy Ricketts**  
**Kirsty Joan Sinclair**  
**Elle Tweedy**  
 FutureGov

CASE STUDY  
**Design for policy: promises, predictions and uncomfortable knowledge**  
 45 Minutes  
**Gordon Rossr**  
 OpenRoad

CASE STUDY  
**Putting AI into Service Design**  
 45 Minutes  
**Simon Sear**  
 BJSS

12:35 Lunch Break

13:30

CASE STUDY  
**Service designing a whole organisation - a f\*\*king awesome story!**  
 90 Minutes  
**Esko Reinikainen**  
**Ben Proctor**  
 The Satori Lab

CASE STUDY  
**Digital transformation: NHS Alpha and Register with a GP**  
 45 Minutes  
**Mat Johnson**  
 NHS Digital

HANDS-ON  
**Let's play a game: how would you go about designing a new service for families that are separating?**  
 90 Minutes  
**Jack Collier**  
**Alejandra Diaz**  
 Ministry of Justice

WORKSHOP  
**Let's talk about strategy: what it is, why it matters and how to do it well**  
 150 Minutes  
**Sophie Dennis**  
 Cayenne

TUTORIAL  
**Human-centred design - bridging the gap between Big Data and human needs**  
 150 Minutes  
**Alison Rome**  
**Feimatta Conteh**  
**Mahnaz Yusaf**  
 FutureEverything

SWITCHOVER

14:20

CASE STUDY  
**Digital approaches to support mental wellbeing in young people**  
 45 Minutes  
**Anne Dhir**  
**Eve Georgieva**  
 We are Snook

15:05 Refreshment Break

15:30

CASE STUDY  
**Walking in other's shoes: service design and medical education**  
 60 Minutes  
**Hazel White**  
 Open Change  
**Rodney Mountain**  
 NHS Tayside / University of Dundee

CASE STUDY  
**Questioning a policy through design research**  
 60 Minutes  
**Itziar Pobes**  
 We Question Our Project  
**Toni Pérez Rodríguez**  
 Diputació de Barcelona (Barcelona County)

CASE STUDY  
**Building a design system for government services**  
 60 Minutes  
**Tim Paul**  
 GDS

CONTINUED

WORKSHOP  
**Let's talk about strategy: what it is, why it matters and how to do it well**  
 150 Minutes  
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CONTINUED

TUTORIAL  
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 FutureEverything

16:45 Social Evening

08:45 Conference Registration

**09:30** KEYNOTE **PENTLAND**  
**Let's talk about impact: Service Design in the Health Sector** 60 Minutes  
**Birgit Mager** Service Design Network  
**Aline de Araujo Alonso** Service Design Impact Report

10:30 Refreshment Break

PENTLAND EAST

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11:00

CASE STUDY

**Service design for Realistic Medicine**  
90 Minutes

**Mike Press**

Open Change

**Dr Gill Paterson**

Scottish Government - CMO  
 Directorate / Healthcare Improvement Scotland / NHS Greater Glasgow and Clyde

CASE STUDY

**Designing for motivation: using behavioural science and design to increase recycling**  
45 Minutes

**Christopher Farrington**

Innovation Lab - Northern Ireland Civil Service

SWITCHOVER

11:50

CASE STUDY

**Reshaping the city – Democratisation through experiments**  
45 Minutes

**Belen Palacios**

Future Cities Catapult

TUTORIAL

**Iterative service prototyping toolkit**  
90 Minutes

**Itziar Pobes**

**Marc Garcia Fortuny**

We Question Our Project

TUTORIAL

**Piloting digital storytelling as a service design tool**  
90 Minutes

**Dr Jennifer M. Jones**

Service Design Academy / Media for Communities

12:35 Lunch Break

13:30

CASE STUDY

**A place-based approach to health commissioning**  
60 Minutes

**Cat Drew**

Uscreates

**Justine Fish**

Make Klit

CASE STUDY

**Embedding human-centred design in immigration - a tale of co-design for culture change**  
60 Minutes

**Ryan Hum**

**Stephanie Jay-Tosh**

Immigration, Refugee and Citizenship Canada

CASE STUDY

**How to activate public schools to tackle poverty in New York City**  
60 Minutes

**Shanti Mathew**

Public Policy Lab

CASE STUDY

**Designing on the inside**  
60 Minutes

**Charley Potheary**

Snook

**Karen Fitzgerald**

Cork County Council

14:30 Refreshment Break

**15:00** ENDNOTE **PENTLAND**  
**What happened and what's next** 60 Minutes  
**Caroline Jarrett** Effortmark  
**Jane Reid** Freelance user researcher

16:00 Conference Close