

08:30 Conference Registration			
09:30 Welcome to Service Design in Government 2022 PENTLAND			
09:45 KEYNOTE PENTLAND User-centred design in public services: what now and what next? 60 Minutes Rebecca Kemp Design Director, Future Foundry			
10:45 Refreshment Break			
11:15			
Pentland East • DISCUSSION 45 Minutes Public policy design: making design core business for government Lucy Kimbell University of the Arts London Andrew Knight Civil Service	Pentland West • CASE STUDY 45 Minutes Creating meaningful, sustainable dementia service solutions: an Irish case study Linzi Ryan Maynooth University	South Hall • TALK 45 Minutes Responsible randomization: What to consider as your team explore evaluation pathways Sylvie Abookire, MPH The Lab @ DC	St Trinnean's • WORKSHOP 90 Minutes Design tomorrow, yesterday: learn a new design accelerator tool to create concepts at pace Art Bam Dean Thomson Deloitte Digital
12:00 SWITCHOVER			
12:15			
Pentland East • TALK 30 Minutes How service ownership can help deliver better policy outcomes Liam Hawkes Charlotte Moore Home Office	Pentland West • CASE STUDY 30 Minutes News as a service: How COVID-19 changed the way we have to treat news Paul McNulty Ryan O'Leary Gov.ie	Prestonfield • TALK 30 Minutes AI in healthcare is the new frontier – & the wild west: How to design an ethical patient service with machine learning Rebecca Scott Tobias Brockie Storm ID	
12:45 Lunch Break			
13:45			
Pentland East • TALK 60 Minutes Follow the money: service design & the Green Book Kate Tarling Independent Andrew Greenway Public Digital	Pentland West • TALK 60 Minutes The history and future of the NHS design system Dean Vipond Freelance	Prestonfield • CASE STUDY 60 Minutes 6 things we learned by designing services for civil servants Morrighan Humpleby Louise Duffy Coca Rivas dxw	South Hall • DISCUSSION 60 Minutes Systems thinking in service design: a new community of practice? India Roche The Children's Society Zoe Prosser Glasgow School of Art
14:45 Refreshment Break			
15:15			
Pentland East • CASE STUDY 60 Minutes Testing testing 1, 2, 3: three short stories on service design for COVID-19 testing Pete Boam Michelle Aker Dean Thomson Deloitte Digital	Pentland West • CASE STUDY 60 Minutes The ethical use of friction in services – A Homes for Ukraine Case Study Jess Kyriacou Georgia Hill Millie Devereux Social Finance	Prestonfield • TALK 60 Minutes Next generation transactional service design: the case of government funding Gemma Matthews Department for Levelling Up, Housing and Communities Thomas Kohut TPX Impact	Kirkland • TALK 60 Minutes Life before discovery – how we stop projects falling at the first hurdle Tim Daley Cory Hughes Perago
16:15 SWITCHOVER			
16:30			
Pentland East • CASE STUDY 60 Minutes There's room for everyone on hunky-dory island: exploring an end-to-end retirement journey that...doesn't have ends Pete Bates Steve Borthwick Emma Nicol DWP	Pentland West • CASE STUDY 45 Minutes They are already in the air... Jon Fisher Oseous Ltd Hilary Brownlie Registers of Scotland Donna Walton DJD Enterprises	Kirkland • CASE STUDY 60 Minutes Co-designing with youth: past & future Jessica Ann Veno Sadaf Uddin The Children's Society	South Hall • DISCUSSION 60 Minutes What is user-centred policy design good for? Mark Dalgarno Create/Change Amanda Smith Public Digital
17:30 Social Evening			

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09:30 Welcome to Service Design in Government 2022 PENTLAND				
09:45 KEYNOTE PENTLAND Inclusive design: luxury or must have? 60 Minutes Shabira Papain Founder of People Street				
10:45 Refreshment Break				
11:15				
Pentland East • TALK 45 Minutes Mind the gaps - how to get more from discovery & alpha Amanda Payne Mark Skinner cxpartners	Pentland West • CASE STUDY 45 Minutes How much collaboration is too much collaboration? - lessons from a re-structure Caroline Kavanagh Anne Bienia Cancer Research UK	Prestonfield • TALK 45 Minutes Going beyond planting seeds - practical advice on impacting design maturity Martha Edwards Government of British Columbia, Canada	Nelson • TALK 45 Minutes Visioning to support Innovation Santini Basra Andthen	St Trinnean's • WORKSHOP 90 Minutes What now? - designing in uncertain global times Maria Carlisle Emma Ruskuc Louise Costelloe-Ward Citizens Advice
12:00 SWITCHOVER	SWITCHOVER	SWITCHOVER	SWITCHOVER	
12:15				
Pentland East • CASE STUDY 30 Minutes A service designer's guide to Mindful conflict navigation Sylvie Abookire, MPH The Lab @ DC	Pentland West • TALK 30 Minutes Table a paper, make a change: Influencing health service design through clinical documentation tools Jonathan Waldheim-Ross NHS Education for Scotland	Prestonfield • CASE STUDY 30 Minutes Speculative design for product decisions in anti-social behaviour reporting Bekki Leaver SocietyWorks	Nelson • TALK 30 Minutes Helping teenage boys to become responsible adults Bukola Jolugbo (Kiki) Rare Rubies Ltd Caroline Jarrett Effortmark Ltd	
12:45 Lunch Break				
13:45				
Pentland East • TALK 60 Minutes Reforming design through equity-seeking approaches Soh-yon Park Institute of Global Health Innovation, Imperial College London Claudia Hopkins Health Designer	Pentland West • TALK 60 Minutes Design as a catalyst for generating impact in cities Stephanie Wade Ascendant Ruben Ocampo Conic Group	Prestonfield • CASE STUDY 60 Minutes Architecting for Service Design: key learnings from building the NHS Covid app Mo Ramezanpoor Zuhlke	St Trinnean's • WORKSHOP 60 Minutes Towards stronger government cultures of user centred design Jasmine Kendall Oxford Insights	Salisbury • WORKSHOP 60 Minutes Learn to recognise possible harmful consequences of decisions in time Marek Menci Pabeni
14:45 Refreshment Break				
15:15				
Pentland East • TALK 45 Minutes If you build it, they won't come: how can psychology of behaviour change shape service design? Katie French Jude Webb Department for Education	Pentland West • TALK 45 Minutes The consolations of complexity - or How I learned to stop worrying & love the chaos Tom Morgan Made Tech	Prestonfield • CASE STUDY 45 Minutes The whole is greater than the sum of its parts Orla Walkin Snezh Halacheva Cancer Research UK	Nelson • WORKSHOP 90 Minutes Lessons from the field: where can user centred design mindsets and methods positively or negatively disrupt NHS changes approaches in digital transformation? Victoria Betton Northern Care Alliance NHS Foundation Trust Phillipa Rose Current.Works	Salisbury • DISCUSSION 90 Minutes When service design hits a wall Ali Blake Graeme McCubbin Unboxed Liz LeBlanc Livework Studio
16:00 SWITCHOVER	SWITCHOVER	SWITCHOVER		
16:15				
Pentland East • TALK 60 Minutes Co-design during a crisis Katy Beale Hackney Council Natasha Bhambhra EY Seren	Pentland West • TALK 60 Minutes Lightning talks Caroline Jarrett Effortmark Ltd & others	St Trinnean's • WORKSHOP 60 Minutes Is impact mapping a service designer's secret weapon? Nicola Pritchard Hannah Whiteley cxpartners		
17:15 Social Evening				

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09:30 Welcome to Service Design in Government 2022 PENTLAND			
09:45 KEYNOTE PENTLAND Towards the next decade of digital public service reform 60 Minutes Paul Maltby Chief Digital Officer at the Department for Levelling Up, Housing and Communities			
10:45 Refreshment Break			
11:15			
Pentland East • CASE STUDY 45 Minutes Building a bereavement service in a pandemic – our struggles, challenges and successes Lindsay Green Department for Work and Pensions (DWP) Ana Wheelock Office for National Statistics (ONS)	South Hall • TALK 45 Minutes Why google search data is vital for service design Learnings From NHS.UK Nick Vines Torchbox	Prestonfield • CASE STUDY 45 Minutes Are good intentions enough? preconditions for public service design in complex contexts Marisabella De Castro Abello Universidad del Norte	St Trinnean's • WORKSHOP 90 Minutes Rehearsing sustainable futures: using critical service design to tackle highly complex challenges with local actors Dr Lara Salinas Service Futures Lab, London College of Communication, University of the Arts London Tom Taylor Southwark Council Marion Lagedamont University of the Arts London
12:00 SWITCHOVER	SWITCHOVER	SWITCHOVER	
12:15			
Pentland East • CASE STUDY 30 Minutes Designing & envisioning a more resilient social system Sofia Carvalho With Company	Pentland West • TALK 30 Minutes Do you need another map? Probably not Vicky Houghton-Price Made Tech	Prestonfield • TALK 30 Minutes Abstraction in Service Design Fritz von Runte Scottish Government	
12:45 Lunch Break			
13:45			
South Hall • CASE STUDY 60 Minutes Mindsets vs personas Jo Snart Marc O'Connor HMRC	Prestonfield • TALK 45 Minutes Applying inclusive user centred design in practice Megan Simmons Chloe Langan cxpartners	Kirkland • WORKSHOP 85 Minutes Design culture that delivers Martin Jordan German government's Digital Service Kara Kane BT Clara Greo Made Tech	St Trinnean's • WORKSHOP 85 Minutes Embedding circular economy & sustainable practices in user-centred design Vinishree Verma Ana Guerrero Around Zero
14:45 Refreshment Break		SWITCHOVER (5 minutes)	
SWITCHOVER (5 minutes)		SWITCHOVER (5 minutes)	
15:15			
Pentland • TALK/DISCUSSION 60 Minutes Conference wrap-up: What now, and what next? Sophie Dennis			
16:15 Conference close (15 minutes)			