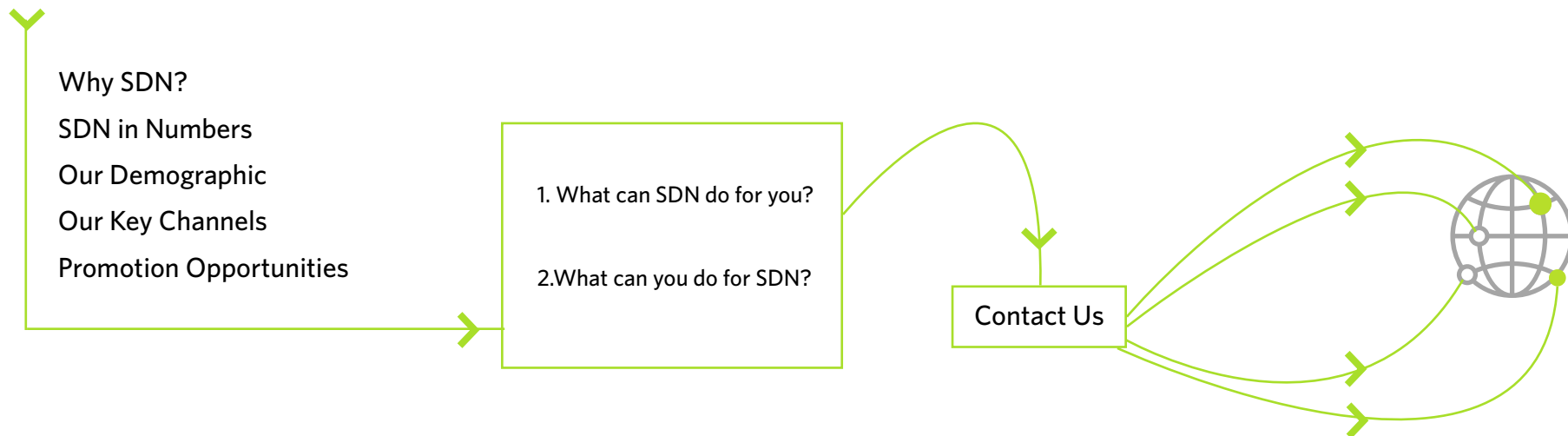


SDGC 16 media partnerships

Your Promotion Journey

The Service Design Network would like to invite you on a collaborative journey, one that has the goal of spreading inspiring and relevant content across the globe.

Make us your media partner and we can start to create a successful media service together.



1. GET TO KNOW US

2. PICK YOUR BENEFITS

3. GET IN TOUCH

WE SPREAD THE WORD

What is SDN?



IMPACT

SDN is the driver for development in the service design field. We connect inspiring people, and we equip our community with knowledge, methods and the tools they need in order to successfully apply and evolve service design. We have over +800 paying members, and an online community of over 30 000.



ACCESS TO LOCAL COMMUNITIES

SDN has its chapters all over the world- 18 at the moment and still growing. We communicate with our global community on a regular basis, and they share information with us as well as vice versa. This means our news can reach targeted parts of the globe when we need it to.



ACCESS TO THE GLOBAL COMMUNITY

SDN is a global network. That means that its members have the sense of belonging to an international community of professionals and service design enthusiasts. Our channels are part of global media, and has a prevailing relevance and wide outreach as such.



INFLUENCE

The Service Design Network is the most often quoted source on the definition of service design. We are recognized as a global leader in establishing and spreading both essential and trending news in the emerging field. SDN is a trusted and acknowledged source of expertise on all things service design.

1. GET TO KNOW US

[TAKE A LOOK AT THE SDN WEBSITE](#)

What is SDGC16?

We invite companies to connect with our global network of service designers, businesses and academics.

The Service Design Network is bringing the 9th Service Design Global Conference (SDGC16) to the Netherlands. In 2008, the very first Service Design Global Conference took place in the beautiful city of Amsterdam and the network along with the events it hosts have grown ever since. With an active SDN Dutch Chapter and a strong service design community in place, SDN is looking forward to more than 600 participants from all over the world coming together to exchange experiences, ideas and different perspectives.

Become a part of this annual get-together of thinkers, doers and leaders. Join SDN in Amsterdam's Westergasfabriek for two buzzing and vibrant days with inspiring talks and intense breakout sessions under the title **Business as Unusual** on 27th and 28th of October 2016 and the exclusive members day and reception on October 26th!



Attendees:
600+ Professionals



Thought Leaders:
4 Keynote speaker sharing ideas



International:
42+ Countries



Unique Experience:
24+ hrs of workshops and talks



One Network:
Empower change through
Service Design



Business Roles:
Senior Leaders and Managers, Middle
Managers and Executives, Junior Employees

Impressions from Last Year- SDGC15



SDN partnered with Parsons - The New School to host this year's global conference in lively New York City. Over 500 leaders and practitioners from around the world joined the event to explore and exchange the theme A Journey to Value.

The conference offered great keynote talks and sessions. To name but a few of the highlights including Billy Seabrook from Citi Bank talking about aspects of purpose, intelligence and trust regarding customer experience and value exchange, Katrine Rau and Katrina Alcorn from GE Energy on developing the Internet of Things and Jon Campbell and Dr. Muni Karavdic gave a presentation on building a sustainable engine for growth within established organizations and many more. Kerry Bodine held the closing talk reflecting across the two-day event where she shared her perspective how service design can reach to the next level.

Overall the conference enjoyed a truly global spirit and vibrant sharing and networking atmosphere.



[TAKE A LOOK AT THE SDGC16 WEBSITE](#)

SDN in Numbers

THE SDN SITE

AN AVERAGE OF
+64 000
PAGE VIEWS PER MONTH

THE SDN INSIDER

OUR NEWSLETTER REACHES
+5 000
INTERNATIONAL RECIPIENTS

TOUCHPOINT JOURNAL

OUR ARTICLES HAVE
4 000+
VIEWS ONLINE

OUR SOCIAL NETWORKS

+33 000
FOLLOWERS



+ 11,500 twitter followers

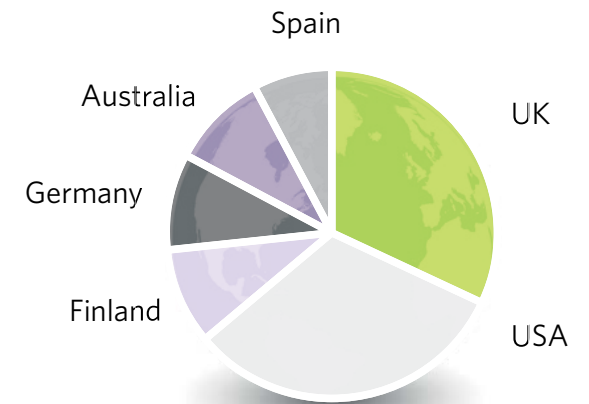


+ 9,000 page fb likes



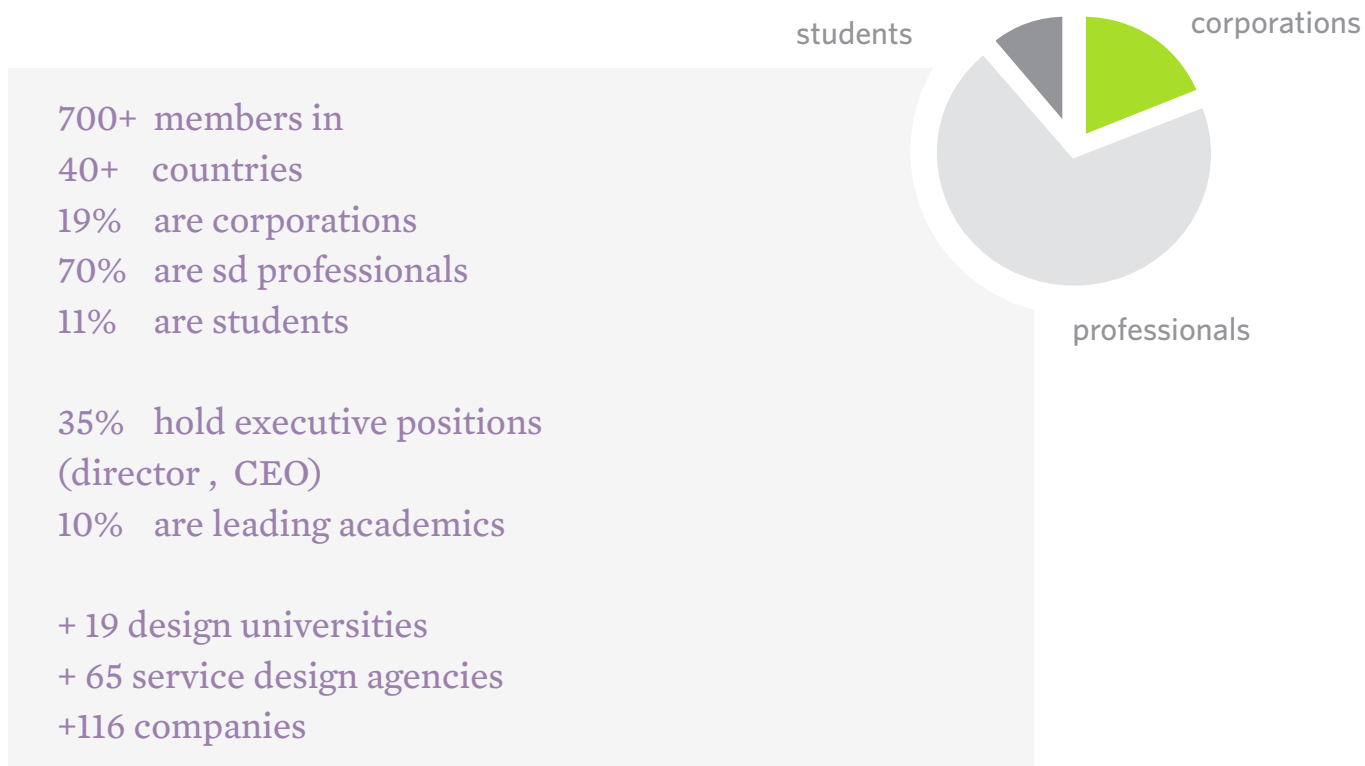
+ 2,500 company profile followers
+ 12,000 group member

1. GET TO
KNOW US



Our Demographic

We currently have over 800 members, with that number rising rapidly each month. Our community is highly international, with chapters active in +40 countries.



700+ members in
40+ countries
19% are corporations
70% are sd professionals
11% are students

35% hold executive positions
(director, CEO)
10% are leading academics

+ 19 design universities
+ 65 service design agencies
+116 companies



NOTABLE MEMBERS

- ACCENTURE/ FJORD
- CARNEGIE MELLON UNIVERSITY
- VOLKSWAGEN
- ARAAMIS
- HITACHI
- GENERAL ELECTRIC
- JP MORGAN CHASE

1. GET TO KNOW US

Promotion Opportunities

SDN is open for different types of media exchange, depending on what type of content and exchange works best for you. Consider what it is you would like SDN to provide, and what you can in return do to promote SDGC15. From there we can draw up an agreement that is particularly tailored to you.

WHAT SDN CAN DO FOR YOU



- 1. TICKET DISCOUNT TO SDGC16
- 2. PROMOTION OF YOUR BRAND
- 3. TOUCHPOINT AD
- 4. SOCIAL MEDIA SHOUT
- 5. EXCULSIVE OFFERS FOR OUR CLIENTS
- 6. BRAND ACTIVATION
- 7. BRANCHE EXCULSIVITY

WHAT YOU CAN DO FOR SDN



- 1. ADVERTISING SDGC16
- 2. PRE-EVENT NEWS COVERAGE
- 3. POST-EVENT NEWS COVERAGE
- 4. PROMOTION OF SDN BRAND
- 5. SOCIAL MEDIA SHOUT

exclusive
media
partnership
offer !

Service Design Award

Service Design Award will showcase best practices to a worldwide audience, and is the premier award for service design. Our media partners are invited to join in on the exposure and traction this event bring in the service design world.



Exclusive Benefits

- ✓ Guided tour through the Award exhibition by two promote jury members
- ✓ Prior access to the finalists. Interview about the projects
- ✓ Prior access to the visual materials of shortlisted projects
- ✓ Exclusive access to jury members for interviews or further information



Digital Marketing

- ✓ Logo exposure on the award website
- ✓ 2X Social Media Shout pack



Conference ticket

- ✓ Media pass for the SDGC16
- ✓ VIP seats at SDGC16

2. PICK YOUR BENEFITS

[TAKE A LOOK ON OUR WEBSITE](#)



Contact Us, We'd Love to Hear From You!

If you would like to discuss your promotion options with us further,
please get in touch through one of our channels:



Holly Syrett
Media & PR Partner SDGC '16

SDGC16 PARTNER-GW AGENCY

WESTERSTRAAT 70
1015 ML AMSTERDAM
+31 (0)6 45 57 81 21

1. GET TO
KNOW US

2. PICK YOUR
BENIFITS

3. GET IN
TOUCH

WE SPREAD THE
WORD