

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 2020 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

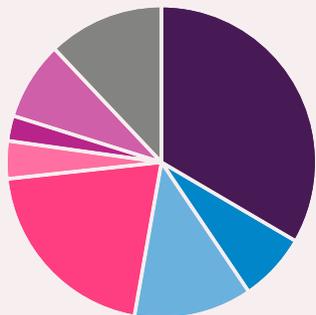


We are aiming to attract more than 295 participants from across the globe.

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:

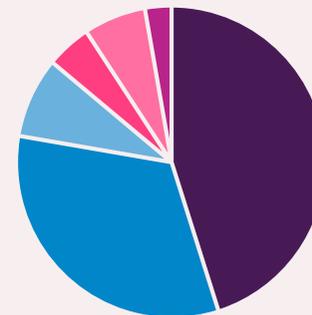


The 2018 event attracted organisations from the following sectors:

- 33.4% Designer/Developer/Analyst (includes senior/lead)
- 7.1% Consultant
- 12.3% C-Level/Director/Founder
- 20.5% Manager/Head of

- 3.9% Product Manager
- 2.6% Project Manager
- 8.1% Researcher (includes senior/lead)
- 12.1% Other

Sectors Represented



The 2018 event attracted participants with the following job roles:

- 45.1% Government (Central and Local)
- 32.6% Consultants/Professional Services
- 8.5% Education

- 4.7% Non-profit/Charity
- 6.5% Health
- 2.6% Other (inc Arts and Libraries)

	Bronze <small>∞ Available</small>	Silver <small>Limited Availability</small>	Gold <small>Limited Availability</small>	Platinum <small>1 Available</small>
Package Price <small>(excl. VAT)</small>	£750	£2050	£3250	£4750
Event Open and Close	Logo on slide	Logo on slide	Logo on slide	Logo on slide
Website Home Page	Logo	Logo	Logo & link	Logo & link
Website Sponsor Page	• Logo & link • 100 word bio	• Logo & link • 150 word bio	• Logo & link • 200 word bio	• Logo & link • 250 word bio
Tweet Outs <small>(minimum)</small>	4	6	8	10
Participant Booklet	Logo on sponsor page	Logo on sponsor page	• Logo on sponsor page • Full page ad	• Logo on sponsor page • 2x Full Page Ad (or 2 page spread)
Tickets included <small>(Discount of additional tickets)</small>	- 15%	2 20% for first 4 15% thereafter	3 25% for first 4 15% thereafter	5 30% for first 4 15% thereafter
Participant List <small>(includes emails where available)</small>	-	✓	✓	✓
Exhibition Space	-	1m Banner & small poseur table	2m x 1m space	• 2m x 1m space • Banner at social evening
Speaking Slot	-	-	45 minutes	2 x 45 minutes**
Personnel Tickets <small>(no access to sessions)</small>	-	-	1	2

**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: **Cara Hanman - cara@software-acumen.com or 07748 598045.**

Other sponsorship options

Social Evening Sponsorship

Sponsoring a social evening provides you with excellent networking opportunities and positive associations for participants. To find out more about costs, benefits and how sponsorship can benefit everyone, please contact us.

Diversity Tickets

Sponsoring a Diversity Ticket helps someone attend who would not ordinarily be able to do so. Sponsorship is £500 per ticket, or £300 as an add-on to any other package.

You will be specifically acknowledged as a Diversity Ticket sponsor, but note that we don't disclose who are the holders of Diversity Tickets.

Lanyards We have one available addition to any of the packages at no extra charge.

If you would like to supply branded lanyards to hold the name badges, please express your interest when confirming your sponsorship. Each offer is on a first come, first served basis.

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.

If our packages are too prescriptive or there's something specific you'd like to offer, get in touch - we're always interested in adding something that will get people talking and make their experience truly memorable.

Practicalities

Tickets Ticket allocation includes speakers.

A limited number of stand personnel tickets are available at £90/day.

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

Programme We will be finalising the programme in October 2019 - after this date there will be a limit to the number of sponsor packages that include a session.

Sustainability We are trying to reduce waste at our events and aim to use more sustainable solutions. We invite you to join us by considering the promotional items provided to participants. For example, avoid single use plastics, especially individually plastic wrapped items.

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:



Cara Hanman
Marketing & Partnering
cara@software-acumen.com
CaraHanman
07748 598045

You can also:

Contact our hotline on
+44 (0)1223 900 107

Visit our website
2020.govservicedesign.net

Or tweet us
@SDinGov