

Namahn Seminar

# Service Design

*strategy, methods and processes*



*led by Oliver King of Engine*

Tuesday & Wednesday, 23-24 February 2010

Today, organisations are under pressure to do more for their customers and society. They have to question their own processes, culture and business models.

**Service Design** has established the role of design thinking in addressing challenges that move beyond individual products and services.

In this two-day seminar, we will explore the strategies and processes that professional Service Designers use to tailor services to the desires and needs of the user.

**Tuesday 23** and **Wednesday 24** February,  
from 9:00 AM till 5:00 PM at Namahn - fee: 500 EUR  
(Namahn qualifies for KMO-portefeuille,  
SMEs may be entitled a 50% refund)

The seminar is led by **Oliver King**,  
Founder and Director of Engine Group.

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