

ΔΙΟΡΓΑΝΩΤΕΣ



ΔΩΡΗΤΗΣ



ΧΟΡΗΓΟΙ ΕΠΙΚΟΙΝΩΝΙΑΣ
TV / ΤΗΛΕΟΡΑΣΗ



RADIO / ΡΑΔΙΟΦΩΝΟ



NEWSPAPER / ΕΦΗΜΕΡΙΔΑ



PORTALS



ΣΥΝΕΡΓΑΤΕΣ ΕΠΙΚΟΙΝΩΝΙΑΣ



ΧΟΡΗΓΟΙ ΦΙΛΟΞΕΝΙΑΣ



ΧΟΡΗΓΟΙ ΜΕΤΑΦΟΡΩΝ



ΥΠΟΣΤΗΡΙΚΤΕΣ



www.hellenicdesigncentre.gr



ΔΙΕΘΝΕΣ ΣΥΝΕΔΡΙΟ
INNOVATION ID¹⁹
>STIMULATING GROWTH THROUGH DESIGN<

CONFERENCE PROGRAMME

7 ΜΑΪΟΥ
2019/

- ▲ HOUR 12:30 - 20:30
- ▲ VENUE OLD SLAUGHTERHOUSE (LABATTOIR), THESSALONIKI
- ▲ HOST VASILIS VASSILIADIS

▲ ΣΧΕΔΙΑΣΜΟΣ
PHILARTIA

▲ ΔΙΟΡΓΑΝΩΣΗ



▲ ΣΥΝΕΡΓΑΖΟΜΕΝΟΙ ΦΟΡΕΙΣ



#innovationID19



> CONFERENCE PROGRAMME <

◀ INTRO TO DESIGN

12:30 - 13:00	REGISTRATION
13:00 - 13:30	Opening Debate - Welcome <i>Vasilis Vassiliadis - Vivid Vibes</i> <i>Dimitris Kaboukos - Hellenic Design Centre</i>
13:30 - 13:50	Setting the scene

◀ SERVICE DESIGN

13:50 - 14:05	DESIGN SPRINT PART 1
14:05 - 14:30	Making a Difference by Design <i>John Mathers - British Design Fund</i>
14:30 - 14:55	Designing services and products in a corporate environment under transformation <i>Filippos Tsakiridis - Interamerican</i>
14:55 - 15:20	Design in action: Local stories on the spotlight <i>George Efthymiou - Infoscope</i> <i>Fotis Katimertzopoulos - Teach.Encourage.</i> <i>Achieve.Motivate. (T.E.A.M.)</i> <i>Pantelis Zarkos - Elektronio</i> <i>Penny Stergiopoulou - Architect & Designer</i>

15:20 - 16:20 **LUNCH BREAK**

◀ DESIGN AND DIGITALIZATION

16:20 - 16:35 **DESIGN SPRINT PART 2**

16:35 - 17:00	The Do's and Don'ts of UX Research <i>Katerina Karagianni - K Consulting</i>
17:00 - 17:25	But I Still Haven't Found What I'm Looking For <i>Panagiotis Zaharias - TheUXProdigy</i>
17:25 - 17:50	Design Thinking: Shaping your business <i>Socrates Charisis - Quintessential</i>
17.50 - 18.15	From "use" to "experience" <i>Makis Maioris - Cardlink</i>

18:15 - 18:35 **BREAK**

◀ DESIGN MANAGEMENT

18:35 - 18:50	DESIGN SPRINT PART 3
18:50 - 19:15	Giving consumers a seat at the table <i>Efi Drosou & Athina Seitanidou - Papastratos</i>
19:15 - 19:40	The State of UCD process: Evolving products and services by validating assumptions <i>Ioannis Feneris - .fromScratch / Geekbot</i> <i>Dimitris Stathis - Hellenic Design Centre</i>
19:40 - 20:05	Value Point Innovation: Leveraging Design Thinking <i>Joep Paemen - FlowDesignWorks</i>

20:05 - 20:15 **CLOSING REMARKS**

