

6th WINTER WEEK ON “SERVICE DESIGN”

14-18 NOVEMBER 2022

LIER (province of Antwerp, Belgium)



The Program-Preliminary

Day	Hours	Subject
13.11.2022 Sunday		Important is your arrival to Belgium on Sunday in order to start on Monday at 9H in the morning.
14.11.2022 Monday	9:00-12:00 12:00-13:00 13:00-16:00 16:00- ...	Ice-breaking + Challenge + What is Service Design Lunchtime 'Mystery Shopping' Social activity/leisure time
15.11.2022 Tuesday	9:00-12:00 12:00-13:00 13:00-16:00 16:00- ...	Insights (Double diamant = design 'the right thing') Lunchtime Ideation Social activity/leisure time
16.11.2022 Wednesday	9:00-12:00 12:00-13:00 13:00-16:00 16:00-...	Ideation Lunchtime Valorisation Idea (double diamant = design 'the thing right') Social activity/leisure time
17.11.2022 Thursday	9:00-12:00 12:00-13:00 13:00-...	Prototyping Lunchtime Preparing presentation and pitch
18.11.2022 Friday	9:00-12:00 12:00-13:00	Final presentations Closing of the week + lunch

The workshops will take place in Lier, in walking distance (12 min.) from the railway station.

Lier is a nice, cosy town only 20 km from Antwerp. ([Home | Visit Lier](#))

Each hour, there are 4 trains from and to Antwerp (the journey takes only 20 minutes)

([SNCB official website - Buy your train tickets online \(belgiantrain.be\)](#))

Costs

No costs are involved, visits and lunches are included, as this week is part of a BIP.

Of course you pay your travel to Belgium and your stay.

Accomodation

Students should make their own reservations wherever they want. Lier or Antwerp. But make sure you will be on time in the class at 9.00 in the morning, EVERY DAY!

Lier has 1 hostel

Bed Muzet, Culture hostel: <https://www.ieugdherbergen.be/en/lier>,

Volmolenstraat 65, 2500 Lier. (Tel. +32 3 4886036)

Description of the Service Design Workshops

Objective

This International Week on Service Design aims to teach through crash courses, exercises, tools and methods how to better serve customers and create 'excellent services'. During the practical sessions, you will work together in cross-cultural teams.

Key topics

- Empathy - Discover the challenge
- Introduction to Service Design
- Define-design '*the right thing*'
- Introduction to Creativity
- Added Value - Design '*the thing right*'
- Validation and prototyping
- Deliver -presentation

Who should attend?

Business students around Europe

Language?

English

Benefits?

Certificate of attendance & 3 ECTS, if you participate active in the

*First online course on Monday evening Nov. 7th

*Full week at Lier from 14-18 Nov. 2022

*Second online course on Monday evening Nov. 28th

REGISTRATION before 28th October 2022

Via this link: <https://webforms.thomasmore.be/view.php?id=826101>

For specific information please contact:

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Location of the workshops

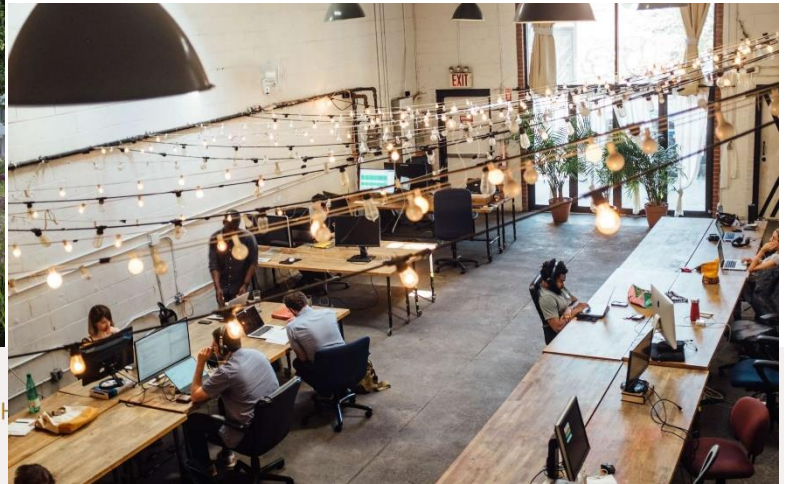
De Kwekerij, Berlaarsestraat 31, Lier (only 12 min. Walk from the railwaystation)

De Kwekerij is a complete new incubator center and co-working space for Start-Ups, which is part of 'het academisch kwartier', a renovated site in the heart of Lier.

See webpages below

[Contact • De Kwekerij \(dekwekerijlier.be\)](#)

[Academisch Kwartier | Het Academisch Kwartier - Wonen in het hart van Lier](#)



het **Academisch Kwartier**



De buurt
voor de tijd
van je leven