# Title (Heading 1: Arial bold 20pt)

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| **Convenor Name** | **E-mail** | **Affiliation** | **Workshop role** |
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## Abstract (Heading 2: Arial bold 14pt)

This is a guideline and template for the presentation of workshop proposals. Please, follow the format and replace the guidance text with your own, keeping formatting and structure. Feel free to add any diagram or picture where appropriate. Your abstract should be up to 300 words. (Normal: Arial 12pt on 16pt)

We welcome workshop proposals that engage with the conference theme through hands-on, participatory sessions. Capacity Building and Skill Development are emphasized in this track, offering sessions and workshops aimed at enhancing participants’ skills in service design methodologies, tools, and techniques.

Workshops submitted should address one of the conference themes. We invite workshop proposals that explore concepts, theories, processes, frameworks, practices, and pragmatics through a smaller workshop format. Workshop duration should be maximum 120 mins. Venues will be provided but please include specific requirements, such as materials, facilities, and technologies in your proposal.

Proposals will be selected on the basis of: 1) Relevance to the main conference theme and interest for the discipline; 2) Originality of the format proposed and capability to engage discussion from multiple perspectives; 3) Feasibility and audience engagement. Priority will be given to those proposals that already have agreement from all convenors that they will attend the conference and participate. A sub-committee of the conference will review proposals to ensure that they meet the criteria outlined. It is expected that a workshop will be hosted by 2-5 convenors who propose and facilitate activities.

Keywords: formatting instruction, template, workshop (maximum 4 keywords)

## Workshop description

Please, outline briefly the relevance of the workshop proposed to ServDes’25 conference and why it is critically relevant to Service Design and Innovation. We are particularly interested in topics that bring together diverse perspectives, are experiential and experimental, and that will productively challenge assumptions.

You should submit your proposal in PDF format using this template. Proposals should be up to 4 pages in length in total, including any images, references, convenors’ bio, and any other material you wish to include. You will find the link to access the submission system at <https://servdes25.org>.

## Session set-up

This section should carefully explain the format and activities proposed, detailing a plan as much as possible, materials to be used, strategy to document contributions and results. This section can be organized in tables, paragraphs, including images or diagrams as best fits the explanation of your proposal. In this part, also the different roles played by convenors should be outlined.

## Space requirements

Please, list all the main requirements your proposal makes in relation to the type of space needed for a successful session. Describe specific needs, including tables, chairs, laptop, projector, and other similar infrastructural requirements. Please, consider that the conference will not provide printed/paper materials; convenors are expected to provide these.

## References

Example of references: please use the APA style for referencing.

Book with one author:

King, M. (2000). *Wrestling with the angel: A life of Janet Frame*. Auckland, New Zealand: Viking.

Conference paper online:

Bochner, S. (1996, November). *Mentoring in higher education: Issues to be addressed in developing a mentoring program*. Paper presented at the Australian Association for Research in Education Conference, Singapore. Retrieved from <http://www.aare.edu.au/96pap/bochs96018.txt>

Journal article:

Germann, F., Ebbes, P., & Grewal, R. (2015). The chief marketing officer matters! *Journal of Marketing*, 79(3), 1-22.

## Convenors bio:

**Convenor** **1**: Please, add a very brief bio about each convenor of maximum 50 words in length.

**Convenor** **2**: Please, add a very brief bio about each convenor of maximum 50 words in length.

**Convenor** **3**: Please, add a very brief bio about each convenor of maximum 50 words in length.