

**Click this link to register attendance for conference:**

<https://ti.to/designingovernment/design-in-government-impact-for-all>

## Agenda for Design in Government Impact for All Event.

**8:45am to 9:15am** is Opening Remarks by Minister Catherine Martin TD Minister for Tourism, Culture, Arts & Gaeltacht, Sport & Media.

**9:55am** is Keynote Session number one which is titled 'What is Design in Government? With Lou Downe'.

### Description of Keynote Session One.

Lou Downe is an Author of the bestselling book Good Services and former Design Director of the UK Government. She founded the discipline of service design in the UK government. Lou will introduce us to Design in Government and speaking from experience, will share the path forward for effective design of public services.

**10:20am** is panel session number one which is titled 'Introducing Design in Irish Public Services'

### Description of Panel Session One.

We'll be joined by a panel of public servants who have been applying aspects of the design approach in their work, and hear what it takes to get started, to win hearts and minds, and to deliver outcomes.

This session will be moderated by Neil Ward who the Assistant Secretary of the Head of Transparency, Department of Justice. The first panellist will be Emer Darcy of Family Law Reform, The Courts Service of Ireland. The second panellist will be Tim Willoughby who is Head of Digital Services & Innovation in An Garda Síochána. The final panellist is Jared Gormly of HSE Spark Innovation.

**10:50am** is Keynote Session number two which is titled 'Impact of Design in Public Services – More than a “Nice to Have”'. This talk will be given by Mari Nakano who is an International Design Expert.

### Description of Keynote Session Two.

Drawing from her extensive experience with New York City Office for Economic Opportunity, Mari will present examples highlighting the huge impact potential of design in public services. Her experience shows that the positive outcomes can reach beyond customer experiences, and right through to the ways public servants work and collaborate with one another

**11:15am** is Panel Session number two which is titled 'We're Already seeing Impact in Ireland'.

Description of Panel Session Two.

We'll hear case studies from the Courts Service, Mater Hospital, and the Northern Ireland Department of Finance — tangible examples of how a design approach is already delivering impact in public services on the island of Ireland.

This panel will be moderated by John Lynch of Service Design Network. The first panellist will be Shane Waring who is Coordinator of Dublin City Council BETA. The second panellist will be Siobhan Manning Service of Innovation & Design at Mater Hospital. The final panellist will be Malcolm Beattie who is Head of Innovation Lab at the Northern Ireland Department of Finance.

**12:00pm to 1:00pm** will be lunch.

**1:00pm** is Keynote Session number three which is titled 'Design at Scale in Public Services: Design Principles for Government in Ireland'. The Speaker for this session is Trevor Vaugh who is Chair of the Service Design in Government Working Group.

Description of Keynote Session Three.

Chair of the Service Design in Government Working Group, Trevor Vaugh has overseen the development of Design Principles for Government in Ireland. Trevor will introduce the principles, explain the process behind their development, and outline their purpose as we begin applying design across our public services.

**1:25pm** is Panel Session number three which is titled 'Making Design Real in the Irish Public Sector'.

Description of Panel Session Three.

We'll be joined by guests from the Service Design in Government Working Group, whose diverse backgrounds informed the development of Design Principles for Government in Ireland. In this panel discussion we'll hear how the principles might apply across different aspects of our public service, as well as discussion the longer term vision for an Ireland where design informs everything that government does.

This session will be moderated by Marianne Cassidy who is the Assistant Secretary of the Department of Public Expenditure and Reform. The first panellist will be Julianne Coughlan of Cork County Council. The second panellist will be Tony Shannon who is Head of Digital in the Office of the Government Chief Information Officer. The Final panellist will be Lorna Ross who is Chief Innovation Officer of VHI She is also a part of Adjunct Faculty in the Royal College of Surgeons in Ireland and a Mentor at Unreasonable Impact UK & Europe.

**2:00pm** is a call to action speech by Minister Ossian Smyth TD who is the Minister of State at the Department of Public Expenditure and Reform.

**2:15pm** will be closing remarks made by Tania Banotti who is the Director of Creative Ireland.

**2:30pm** is allocated time for networking.

**3:00pm** marks the completion of the event.