

# Design Thinking Ireland 2022

Conference - The Helix, DCU, Dublin - 21st June 2022

[www.designthinkingireland.ie](http://www.designthinkingireland.ie)

8.00 – 8.45am	<b>Design Thinking: a straightforward concept to solve complex problems</b> (optional introductory session) - Frank Devitt, Maynooth University
9.00 – 9.20am	<b>Welcome Address</b> - Dermot Casey, CEO, IRDG
9.20 – 10.20am	<b>Designing for Complexity – Thriving in a volatile world</b> - Dave Snowden, Chief Scientific Officer & Founder of Cognitive Edge and Director of the Cynefin Centre
10:20 – 11.20am	<b>How Design Thinking is Transforming the Employee Experience – and how it can help you</b> - Belinda Gannaway, Employee Experience Coach, Trainer and Author
11.20 – 12.00pm	<b>Mid-Morning Break &amp; Networking</b>
12.00 – 12.25pm	<b>Bridging Humanity and Technology to give Charlie Bird his voice back</b> - Trevor Vaugh, Partner Actionable Innovation / Director Mi:Lab (Maynooth University Innovation Lab) and Keith Davey, Co-Founder and CEO, Marino Software
12.25 – 12.50pm	<b>Design for Healthcare: The Design Innovation Lab at St James’s Hospital</b> - Dr. Chris Soraghan, Senior Medical Physicist/Clinical Engineer at St. James's Hospital
12.50 – 1.30pm	<b>Leaders’ Insights Forum: Designing for a Sustainable Future</b> - Joan Mulvihill, Digitalisation & Sustainability Lead, Siemens; Glyn Griffiths, Lead Sustainability Consultant, Design Partners and Roisin Markham, Experience Designer, eBay
1.30 – 2.20pm	<b>Lunch Break &amp; Networking</b>
2.20 – 2.45pm	<b>Better Outcomes from Design across Product &amp; Service</b> - John Lynch, Founder and Director, Context Studio
2.45 – 3.50pm	<b>Minimum Viable Competencies for Design Leaders</b> - Karen Hold, Founder and CEO, Experience Labs; Director, DT:DC
3.50 – 4.50pm	<b>Powerful Story Design for Innovation</b> - Jim Capobianco, World-leading Screenwriter, Director and Producer
4.50 – 5.00pm	<b>Conference Closing</b> - Dermot Casey, CEO, IRDG

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## Deepening your Design Thinking Practice

Workshop - DCU Campus, Dublin – 22nd June 2022

Based on the best selling book “**The Innovators Journey**” co-written with **Jeanne Liedtka**, this separate workshop on June 22<sup>nd</sup> will be facilitated by Karen Hold, keynote at the Conference. Karen will teach timeless skills of empathy, experimentation and iteration that strengthen those involved with innovation and business improvement projects to deliver greater value and greater impact. All attendees will also receive a copy of the book.