INSIDE SCOOP Vol.1

Sep 8, 2017
Dear Fellow Design Thinkers,

Welcome to your Inside Scoop of *Design Thinking in Action - Asia* 2017. We are gaining momentum with your support! This quick note covers a few basic things of the event: the intro, objectives, brief schedule, and then the more mundane but no less important items on logistics and registration.

WHAT IS DTIA?

DTIA (Asia) is an invite-only event to bring together Design Thinking educators, practitioners and thought leaders to discuss key trends/challenges and envision the future for Design Thinking in the region. Last year, we had over 100 participants from more than 10 international cities coming together in Hong Kong for our inaugural event.

This year, we are expecting to grow the number of participants for our 2-day event to 150 and also continue our efforts to promote Design Thinking and share the knowledge with the greater public through our Design Thinking One Day Immersion and Master classes.

OBJECTIVES

- To strengthen the support network among Design Thinking practitioners in Asia
- To grow the Design Thinking community in Asia through initiatives such as Design Thinking Introductory Classes and Master Classes.

SCHEDULE

The main event is hosted from **Saturday Oct 14, 2017 to Sunday Oct 15, 2017 at The Innovation Think Tank, The Innovation Tower of the Hong Kong Polytechnic University.**

Oct 14 Sat AM - Design Thinking in Business
Oct 14 Sat PM - System Level Design Thinking (Policy, Government and Education)
Oct 15 Sun AM - Emergent Design Thinking Applications
Oct 15 Sun PM - Designing Your Life

We also plan to have three sessions of **Design Thinking Full Day Immersion** to introduce key elements and the process of creative problem solving for people new to Design Thinking. Two sessions of **Master Class** workshops are planned for introducing Google Design Sprint and other special interest topics on Design Thinking for DTIA participants and the community. The dates are as follows:

DTIA 2017 Community Initiatives

Design Thinking Full Day Immersion: Oct 2, Oct 7, Oct 8

Master Class (2 sessions): Oct 16, topics include Google Design Sprint and more.

Date	Target Audience*
Oct 2 (Mon)	New to Design Thinking - Startups
Oct 7 (Sat)	New to Design Thinking - Students
Oct 8 (Sun)	New to Design Thinking - Government and Corporations
Oct 16 (Mon)	Special Interest topics - Google Sprint and more!

*All classes are conducted in English.
*Target Audience: for both DTIA participants and the community

REGISTRATION FORM AND CLASS SIGN-UP

Please take a few minutes to complete the Registration Form below to confirm with us your attendance for the 2-day event and to share with us what you would like to see and discuss together. Please also let us know if there are other design thinkers whom you feel would enjoy joining us so we can extend an invitation to them.

Our old friends from DTIA 2016 [Please click here]
DTIA 2017 New Joiner [please click here]

Registration for our **Design Thinking Introductory Classes and Master Classes** opens next week. The link will be available in our next Inside Scoop newsletter.

Check out our *Participant List* for the latest line up of Design Thinking practitioners and thought leaders who you will meet on Oct 14-15!

PAYMENT

DTIA will contact you with payment details upon your registration.

We will be sending updates as the event continues to take shape, stay tuned!

With gratitude,

Stephen Wong, Emily Ma and the DTIA Organizing Team