

INSIDE SCOOP Vol.2



Sep 18, 2017

Dear Fellow Design Thinkers,

Welcome to your second update on the Inside Scoop on Design Thinking in Action - Asia 2017. Updates have been made behind the scenes! This quick note covers updates on schedule and details of our DTIA Full Day Immersion; Master Class; our growing Participant List; and registration information for your passes to the 2-day event and workshops.

ATTENDEES

We are excited to see the attendee list readily coming along as the progress of our get-together continues to gain momentum. To take a quick look at our growing Participant List, click the following link: [\[link to file\]](#)

FULL DAY IMMERSION AND MASTER CLASS

We 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. Three sessions of Master Class workshops are planned for this year, one introduces Google Design Sprint, while the others explore 'Below the Iceberg Thinking', and 'Design Research - Beyond Methodology'.

Design Thinking Full Day Immersion:

Venue: Hong Kong (TBC)

- For people new to Design Thinking
- To promote Design Thinking to the key influencers in society
- This highly interactive workshop introduces participants to the key elements of design thinking and guides them through a process of creative problem solving

Date	Target Audience	Speaker	Fees (HKD)
Oct 2	Startups	Kia Yin	780
Oct 7	Students	May May Wong	580
Oct 8	Government and Corporations	Stephen Wong	780



Master Class:

- For people with prior Design Thinking experience
- For top Design Thinking talents to share their knowledge
- Special interest topics

Date	Title	Speaker	Venue	Fees(HKD)
Oct 13 9:00 - 13:00	Below the Iceberg: Re-assessing Value in a World of Digital Copycats	Karwai Ng	Hong Kong (TBC)	980
Oct 16 9:00 - 13:00	Google Design Sprint Workshop	Kai Hailey	Google HK (Causeway bay)	980
Oct 16 14:00 - 18:00	Design Research: Beyond Methodology	Albert Chen	Hong Kong (TBC)	980

REGISTRATION

If you didn't get a chance to register for our event and workshops, no worries! We're still accepting registration at the following link:

Our old friends from DTIA 2016 [[Please click here](#)]

DTIA 2017 New Joiner [[Please click here](#)]

Full Day immersion and Master Class sign up: [[Please click here](#)]

* Sign up deadline: Sept 26

Enrolment for the classes are limited. Priority will be given to DTIA 2017 participants. Please let us know at designthinkinginaction@gmail.com if you would like to refer someone who is not attending DTIA 2017 for the classes. We will contact them separately.

Payment

Thank you to those who have already registered for our 2-day event and classes. We will be sending out invoices soon. Guests should confirm their payment within 3 working days upon receiving their invoice and have the option to pay through Paypal. If you have not received an invoice by Sept 27, please send us an email at designthinkinginaction@gmail.com .

We will have more updates for you as the event continues to take shape, stay tuned!

With gratitude,

Stephen Wong, Emily Ma and the DTIA Organizing Team