

# INSIDE SCOOP



July 25, 2016

Dear Fellow Design Thinkers,

Welcome to your Inside Scoop on the inaugural get-together of *Design Thinking in Action - Asia* this coming September 17-18, 2016. We are gaining momentum with your support! This quick note covers a few basic things : the idea, the process and the prototype of this community and then the more mundane but no less important items on logistics and registration.

## THE IDEA

Design Thinking has been gathering steam in Asia for the past decade. Given the overwhelming interest in the methodology across sectors, we are curating this invite-only get-together for one hundred of our dearest friends and like-minds to share experiences, harness support from one another, and become better together at what we do through dialogue and experimentation.

## THE PROCESS

Design Thinking in Action - Asia is an un-conference, a participant-centric get-together for design thinking practitioners and enthusiasts, curated using the design thinking method. As such, we hope you will take part in making this gathering uniquely yours. Jennifer Lee and Kia Yin, two young design thinkers on the steering committee, have been busy gathering from you insights and pain points which will drive the content and format.

## THE PROTOTYPE

We plan to have four general sessions based on themes arising from our empathy research. Saturday is designed to provide a state of the union of Design Thinking in Asia. Sunday is designed for advanced Design Thinkers who are keen to shape the future of this effort.

Friday is a completely optional opportunity to interact with Hong Kong's vibrant startup scene and directly impacting these budding entrepreneurs with your mentorship. Let us know if you'd like to teach a class, test out some content or simply be available.

**Session 0 / Friday PM**

**Session 1 / Saturday AM**

**Session 2 / Saturday PM**

**Session 3 / Sunday AM**

**Session 4 / Sunday PM**

Optional : Volunteer to teach DT to startups and schools

DT value generation in the corporate setting (case studies)

DT challenges in application and institutionalization

DT education in all settings, startups to corporate to schools

DT leadership in Asia, our history and our future

# REGISTRATION AND LOGISTICS

You've received this Inside Scoop because we've pre-registered for you. Please do take just a few minutes to review the details below and complete the form (link below) to re-confirm your attendance and provide us with your basic information.

## 1. Arrival and Departure

Please plan to arrive on Friday, September 16, 2016 and depart Monday, September 19, 2016 if you are from out of town. We are planning two full days with meals included. If you are interested in teaching a workshop on the optional Friday PM session, please arrive Thursday.

## 2. Lodging, Transportation and Meals

Please reach out to us at [designthinkinginasia@gmail.com](mailto:designthinkinginasia@gmail.com) if we can help you with recommendations for places to stay and transportation to and from Hong Kong Island where we plan to host you. We will be sending you the final address very soon.

Finally, to cover logistics of setup at the venue and food to keep you energized, we are requesting your minimal support to defray the costs involved. The cost is \$100 USD for one day and \$180 USD for two days. The team will reach out to you upon registration.

## 3. Please Complete The Form [ [click here](#) ]

Do take a few minutes to confirm with us your attendance and to share with us what you would like to see and discuss together. Finally, please do let us know if there are other design thinkers who you feel would enjoy joining us so we can extend an invitation to them.

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We will be sending updates and announcements as the event continues to take shape soon, including confirmed speakers, sponsors and much more.

With gratitude,

Stephen Wong, Emily Ma and the DTIA Asia Organizing Team