

THE WORLD SERVITIZATION CONVENTION

14-16 September 2020 ICC Birmingham

Programme

The World Servitization Convention (WSC) programme runs over three days and is designed to appeal to both the research and practice communities. The first day of the programme is biased towards research and more exploratory studies, while the second and third days target thought leadership within business big and small. Throughout the programme there are keynotes, panel sessions and poster based presentations. The exhibition and workshops run on days 2 and 3 of the programme. Below is the provisional programme for the full three days.

TOPIC KEY

Keynotes	
Servitization Case Studies and Empirical Research	Critical Debates and Conversation about Servitization
Demonstrations and Exhibition Focused Activities	Servitization Concept, Literature, Theory and Frameworks

Day 1: 14th September 2020

08:15	Registration and refreshments	
09:00	Welcome	
09:15	Keynote 1: Service Business Transformation in Healthcare	
	Research insights (Track 1)	Emergent Research Programmes (Track 2)
10:00	Servitization Case Studies and Empirical Research & Panel discussion	<i>Presentations, poster viewing and informal discussions targeting emergent research themes around servitization and advanced services.</i>
11:00	Refreshments	
11:30	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	
12:30	Lunch	
13:30	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	
14:45	Refreshments	
15:15	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	
16:15	Refreshments	
16:30	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	
17:30 Close of day 1. Drinks reception and exhibition opening		

Day 2: 15 th September 2020			
08:15	Exhibition Opens Registration and Refreshments		
09:00	Opening and Keynote 2: The Service Transformation Journey		
	Research insights (Track 3)	Research and practice (Track 4)	Industry Panel and deep discussion: (Track 5)
09:45	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	Servitization Case Studies and Empirical Research & Panel discussion	Thought leadership workshop : Servitization Frameworks and tools
10:45	Refreshments, exhibitor demonstrations and emergent research discussions		
11:15	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	Servitization Case Studies and Empirical Research & Panel discussion	Exploiting Digital: Driving innovations and efficiencies
12:15	Lunch, exhibitor demonstrations and emergent research discussions		
13:00	Keynote and Panel 1: Digital and financial innovations of advanced services		
14:00	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	Servitization Case Studies and Empirical Research & Panel discussion	Financial innovations and contracts
15:00	Refreshments, exhibitor demonstrations and emergent research discussions		
15:30	Keynote 4: Heat-as-a service		
16:00	Servitization Concept, Literature, Theory and Frameworks & Panel discussion	Servitization Case Studies and Empirical Research & Panel discussion	Business, Revenue and cost: Subscriptions, systems, and models
	Emergent research panel		
17:15	Close		
18:00 Reception, Gala Dinner and awards @ The Birmingham Council House (Attendance limited and so unfortunately by invitation only)			

Day 3: 16th September 2020

08:15	Exhibition Opens, registration and refreshments	
09:00	Opening and Keynote 5: Servitization 101: Advanced Services and the Transformation Process	
09:20	Keynotes and Master Class debate: Vision for Servitization and advanced services	
10:30	Large Business Centred Panel (Track 7)	Small Business Panel (Track 8)
11:00	Refreshments, exhibitor demonstrations and emergent research posters	
11:20	Keynotes and Master Class debate: Customers, segmentation, understanding and engagement	
12:30	Large Business Centred Panel (Track 7)	Small Business Panel (Track 8)
13:00	Lunch, exhibitor demonstrations and emergent research posters	
14:00	Keynotes and Master Class debate: Implementation, Change, Enablers and Preservation	
15:20	Large Business Centred Panel (Track 7)	Small Business Panel (Track 8)
15:50	Highlights of the World Servitization Convention 2020	
16:00	Refreshments & Exhibitions	
16:15	Close	