

SEPTEMBER  
15<sup>th</sup>-16<sup>th</sup>  
2022

# Design Thinking ImpAct

15 years of Design Thinking at HPI

## Thursday, September 15<sup>th</sup> 2022

	House L - Main Stage - (Hybrid)	House L - Lecture Hall - (Hybrid)	House D - Ground Floor - (Exhibition)	House D - 1st Floor - (On-site)	House D - 2nd Floor - (Hybrid)	House E - Pro-Space - (On-site)	Virtual Workspace (Online Workshops)				
12 pm	- Arrival at the HPI Campus and Registration -										
1 pm	<b>Welcome &amp; Panel: Design Thinking ImpAct - 15 Years of Design Thinking at HPI</b> Prof. Dr. Christoph Meinel & Dr. Marcus Kölling (HPI), Dr. Claudia Nicolai & Prof. Ulrich Weinberg (HPI D-School) <b>P</b>	<b>Exhibition</b>	<b>Exhibition</b>	<b>Talk &amp; Discussion: Get Paid to Wait</b> Marko Alexandros Kagioglidis (HPI D-School student) <b>T</b>	<b>From "What is" to Solution Space: Sharing of Best Practices</b> Adriana Markovic-Stump (MESH Berlin) <b>WS</b>	<b>From Products and Services to Business Design and Organizational Transformation</b> Uwe Raschke (Bosch), Gerhard Pfau (IBM), Hiromi Hara (SAP Japan), Lorenz Wyss (Swiss Post), Prof. Uli Weinberg (HPI D-School) <b>P</b>	<b>Design Thinking and Digital Health</b> Prof. Dr. Bert Arnrich, Ariane Morassi-Sasso (HPI) & Dr. Claudia Nicolai (HPI D-School) <b>P</b>	<b>HyFlex D-School: Prototyping the Future of Learning</b> Raika-Sophie Krokoszinski & Thomas Grundnigg (HPI D-School), Wolfgang Kriegs (System 180) <b>WS</b>	<b>Interactive Research Session on Measuring Impact</b> Selina Mayer (HPI Academy), Dr. Martin Schwemmlie (HPI D-School) <b>WS</b>	<b>Exploring and Managing Team Dynamics</b> Samuel Tschepe, Anneke Siedke & Madini Liebscher (HPI Academy) Steffen Goertz <b>WS</b>	<b>Walk your Life - Transformative Walk</b> Dr. Caroline Szymanski <b>WS</b>
2 pm											
3 pm	- Coffee and Networking Break -										
4 pm	<b>Design Thinking Practice in Organizations: Past - Present - Future</b> Prof. Dr. Falk Uebernickel & Dr. Danielly de Paula (HPI) <b>T</b>	<b>Digital Education</b> Prof. Dr. Airina Volungeviciene (Innovative Studies Institute / Vytautas Magnus University), Peter Fagerström (educraftor.com), Anja Reul (Hessisches Kultusministerium), Dr. Claudia Nicolai (HPI D-School) <b>P</b>	<b>Exhibition</b>	<b>Design Your Life</b> Dr. Joann Halpern (HPI New York), Klaudia Thal (HPI School of Design Thinking) <b>T</b>	<b>WS</b>	<b>WS</b>	<b>WS</b>	<b>WS</b>			
5 pm											
6 pm	<b>Film Screening &amp; Panel: "Why Are We Creative?"</b> Hermann Vaske, George Kembel, Doris Mampel, Prof. Uli Weinberg (HPI D-School) <b>P</b>										

KN: Keynote / P: Panel / WS: Workshop / T: Talk



## Friday, September 16<sup>th</sup> 2022

	House L - Main Stage - (Hybrid)	House L - Lecture Hall - (Hybrid)	House D - Ground Floor - (Exhibition)	House D - 1st Floor - (On-site)	House D - 2nd Floor - (Hybrid)	House E - Pro-Space - (On-site)	Virtual Workspace (Online Workshops)
9 am	- Arrival at the HPI Campus and Registration -						
9:30 am	<b>Opening Keynote</b> Feiyu Xu (SAP) <b>KN</b>	<b>Exhibition</b>	<b>Exhibition</b>	<b>Exhibition</b>	<b>Research Lab: Neurodesign</b> Dr. Julia von Thienen (HPI), Prof. Jan Auernhammer (University of Technology Sydney), Pia Gebbing (Jacobs University Bremen), Prof. Dr. Allan Reiss, (Stanford University) <b>WS</b>	<b>Design Thinking in Small and Medium-Sized Companies: And Then Comes Life...</b> Martin Talmeyer (HPI) <b>WS</b>	<b>Mindfulness Session</b> Lisa Günther <b>WS</b>
10:30 am	- Coffee and Networking Break -						
11 am	<b>Business Innovation with Design Thinking</b> Maira Trauzettel (Roche Pharma), Dr. Klaus Suwelack (Janssen / Johnson & Johnson), Gerhard Ursprung (VR Family Finance), Heiko Wittte (Rolls-Royce), Leonhard Zintl (Volksbank Mittweida), Dr. Claudia Nicolai (HPI D-School) <b>P</b>	<b>Innovation in the Public Sector</b> Mike Schubert (City of Potsdam), Christina Lang (DigitalService4 Germany), Christian Bason (Danish Design Center), Werner Achtert (msg), Angela Galeano Colonia (HPI D-School) <b>P</b>	<b>Exhibition</b>	<b>Research Lab: Using Design Thinking for a More Human-Centric Digital Transformation</b> Dr. Danielly de Paula (HPI) <b>WS</b>	<b>Intercultural Design Thinking: The Visual Storytelling Approach</b> Shui Linlin, Tang Xueting & Min Xin (Communication University of China) <b>WS</b>		
12 pm	<b>Leveraging Design Thinking Networks</b> Prof. Dr. Falk Uebernickel (HPI/ SUGAR Network), Prof. Uli Weinberg (HPI D-School / Global Design Thinking Alliance), Prof. Christine Thong (Swinburne University of Technology / SUGAR Network), Andreas Hauser (Design at Business / SAP App Haus) <b>P</b>	<b>Design Thinking Hacks for Organizational Transformation</b> Dr. Anita Buchli (ZHAW Zurich), Dr. Marianne Frech (Careum School of Health), Annie Kerguene (HPI Academy), Martina Ritzer (CWS International GmbH), Julia Leihener (SRH Berlin) <b>P</b>				<b>Exhibition</b>	<b>Research Lab: Using Design Thinking for a More Human-Centric Digital Transformation</b> Dr. Danielly de Paula (HPI) <b>WS</b>
1 pm	- Lunch and Networking Break -						
2 pm	<b>HPDTRP - 14 Years of Design Thinking Research</b> Prof. Bernie Roth (Stanford d.school), Prof. Dr. Allan Reiss & Prof. Sheri Sheppard (Stanford University), Prof. Dr. Christoph Meinel & Dr. Julia von Thienen (HPI) Prof. Jan Auernhammer (University of Technology Sydney), <b>P</b>	<b>Value-Based Engineering and Design</b> Dr. Konstantinos Karachalios (IEEE), Mei Lin Fung (People-Centered Internet), Prof. Uli Weinberg (HPI D-School) <b>P</b>	<b>Exhibition</b>	<b>How Can a Human-Centered Design Approach Take the Biggest Threat to Humanity More Into Account?</b> Bettina Michl (Data4Life) <b>WS</b>	<b>Build Your Design Thinking Hack for Organizational Transformation</b> Annie Kerguene & Team <b>WS</b>	<b>The Future is Bright - Create Your Impact Roadmap</b> Anne Prib (Polaris Berlin) <b>WS</b>	
3 pm	<b>Building an Entrepreneurship and Innovation Ecosystem</b> Dr. Frank Pawlitschek (HPI School of Entrepreneurship), Deepa Gautam-Nigge (SAP) <b>P</b>	<b>Social and Sustainable Innovation</b> Leon Reiner (Impact Hub Berlin), Lisa Zoder (GIZ Labs), Richard Perez (Hasso Plattner d-school Afrika), Mariá-José Juárez (HPI D-School) <b>P</b>					<b>Exhibition</b>
4 pm	<b>Design Thinking - The Future</b> Prof. Uli Weinberg & Dr. Claudia Nicolai (HPI D-School), Richard Perez (Hasso Plattner d-school Afrika), Maria Yang (MIT), George Kembel <b>P</b>						
5 pm	- Networking and Goodbye -						
6:30 pm	<b>Alumni Networking Event</b> (Separate Registration Necessary)						

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