



Join us for Industry Day at Participatory Design 2010

Thursday December 2nd, University of Technology, Sydney, Australia
www.pdc2010.org @pdcsydney #pdcsyd

The Participatory Design Conference, held since 1990, is an important venue for international discussion of the collaborative, social and political dimensions of technology innovation and use. Methods that are increasingly common in industry today such as co-operative prototyping, future workshops and scenarios had their origins in early Participatory Design research. For the first time an **Industry Day** has been incorporated into PDC to support and enable collaboration between researchers and industry practitioners around the topic of **Participation :: the Challenge**.

Participation by people in the design of the systems they use is integral to the way we do business, support civic engagement, collaborate and connect with clients, constituents and community. **Join us for Industry Day** at Participatory Design 2010 to support collaboration between research and practice in the participatory design of products, services and systems.

Participate

Industry Day will include a keynote address, case studies of the application of participatory design approaches within industry, a cross disciplinary panel, a "pitch fest" where ideas for innovative products and services will be presented to a panel of judges, and opportunities for informal discussion.

We are excited to invite submissions from industry practitioners across commercial, government and not-for-profit sectors to present as part of the special industry track. We also encourage practitioners who are working with participatory methods or interested in introducing such approaches to attend, learn, share and collaborate around the topic of participation and methods for co-designing where 'users' become active participants. Participants will have the opportunity to hear practitioners from various fields report on new research, methods and approaches.

We are now seeking submission for **case study presentations** that report on the use of participatory design (PD) methods, tools, and/or practices within commercial, non-profit and governmental organisations, and the **PDC Pitch Fest** where representatives from not-for-profit and academic sectors "pitch" design ideas to 'industry' in a short, lively format.

Visit www.pdc2010.org/industry for more info and see <http://www.pdc2010.org/industry-day/industry-day-submissions/> for details of submission format and process.

Submissions Due: August 13 2010
Notifications Due: Early September

Enquiries to industry@pdc2010.org