



We invite you to attend the launch of the  
Service Science Society  
Canberra, ACT

The Service Science Society has been established to build the scientific underpinning of services to create the necessary innovations for a productive and well-grounded service economy in Australia. This is achieved through the support of world-class research, education and innovation in services. The Service Science Society represents researchers, academics, industry and government. You are cordially invited to attend this important event.

**Agenda:**

12:30pm – 1:00pm	Registration
1:00pm – 1:10pm	Welcome – Liam O'Brien
1:10pm – 1:25pm	Invited Speaker – Geoff Garrett
1:25pm - 1:40pm	Introduction to the Service Science Society – Athman Bouguettaya
1:40pm – 2:30pm	Panel : "Service Science: Challenges and Opportunities" Chair: Geoff Garrett Participants: Dr Liam O'Brien (NICTA), Warren Bradey (Smart Services CRC), Professor Joe Davis (University of Sydney), Professor Jun Han (University of Swinburne), Adrew Dingjan (CSIRO), Andrew McCredie (Australian Services Roundtable), Andrew Gattinger (Centrelink, DHS)
2:30pm – 2:50pm	Mapping Ahead the Future of Your Society! Jay Hannon
2:50pm – 4:00pm	Refreshments and Networking

Date: **Wednesday, 14th July 2010**  
Time: **12:30pm—4:00pm** (refreshments served)  
Venue: Seminar Room, NICTA Canberra Research Laboratory  
Tower A, 7 London Circuit,  
Canberra ACT 2601  
Parking: Available across from the NICTA Laboratory on London Circuit  
Registration is FREE. There are limited seats.  
RSVP: by Friday 9th July 2010 to [liam.obrien@nicta.com.au](mailto:liam.obrien@nicta.com.au)

More information on the Service Science Society can be found on its website: [servicesciencesociety.org.au](http://servicesciencesociety.org.au)

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