



CCIS-CE 2022

Well-being Co-creation

**CO-CREATION
IN SERVICE AND
CUSTOMER
ENGAGEMENT
SYMPOSIUM**

27-29 November 2022
Milton Park Country House
Southern Highlands Wine Region
New South Wales
Australia

CCIS-CE EXPERIENCE AND HISTORY

CCIS-CE EXPERIENCE

The aim of the symposium is to bring together leading and emerging scholars to advance dialogue and research in the fields of co-creation and customer engagement in a highly intimate, productive environment. As well as key presentations, the symposium will be comprised of roundtable discussions and workshop sessions.

SYMPOSIUM HISTORY

CCIS-CE stands for “Co-creation in service and customer engagement”. The inaugural symposium was born in 2013 and became CCIS-CE in 2015.

The CCIS symposium initiated by Tom Chen and Alison Dean was first held in the Hunter Valley in 2013. The event was sponsored by the Faculty of Business and Law, University of Newcastle. Prof. Christian Grönross, the world’s leading scholar in service research, facilitated the inaugural event.

ABOUT CCIS-CE

Mission

The mission of our symposium is to foster dialogue and diffuse ideas related to co-creation and engagement.

It is a research workshop based event where participants conduct collaborative research based on the theme of the symposium each year. Past symposium facilitators include Professor Christian Grönross (the facilitator of the inaugural CCIS symposium), Professor Rod Brodie and Professor Stephen Vargo who are esteemed researchers in the field.

Each year we invite participants from around the world to engage in research activities that help generate new interests and to advance our understanding of co-creation and customer engagement.

The CCIS-CE symposium will continue to fulfil its mission by fostering dialogue on co-creation and engagement for theorising and advancing our understanding of service-dominant marketing and market practices. **Well-being Co-creation** is the predominant theme of CCIS-CE 2022.

WHERE FROM HERE

Building betterment with research in co-creation and engagement

In pursuit of academic excellence, research institutions around the world, including Australia and New Zealand, are encouraging their staff to increase the impact of their work, and to gain funding grants from external providers. By bringing together professors with international reputations and driven academics with expertise in the thematic field, CCIS-CE Symposium will provide a premier platform to enable the coming together of strong collaborations capable of making successful grant applications, and publishing high quality journals to ensure both participants and their institutions are able to benefit from this important conference.

CCIS-CE 2022

**Milton Park Country House,
Bowral, NSW**

PROGRAM

(Preview v.01 - 160922)

SUNDAY 27 NOVEMBER | DAY 1

10:00 Check in & Registration with Morning Tea
10:15 Opening
10:30 Keynote & Roundtable 1 –
Well-being Co-creation
11:30 Roundtable 2 –
Transdisciplinary Collaboration
12:30 Lunch
13:30 Presentations
~ 16:30
15:30 Afternoon Tea (20 mins)
16:30 Social Event (Group Photo)
~ 18:00
19:30 Celebration Fine Dinner (Dress Code: Casual Elegant)
~ Late

MONDAY 28 NOVEMBER | DAY 2

07:00 Breakfast
08:30 Keynote and Roundtable 3 –
Strength-based engagement with customers experiencing vulnerability
10:00 Workshop Session 1
~ 12:30
10:30 Morning Tea (20 mins)
12:30 Lunch
13:30 Workshop Session 2
~ 17:30
15:45 Afternoon Tea (20 mins)
17:30 Well-being session 1
19:30 Gala Dinner
~ Late

TUESDAY 29 NOVEMBER | DAY 3

07:00 Breakfast (Check out by 10 am)
08:00 Well-being Session 2
09:00 Workshop Presentations
~ 12:00
10:30 Morning Tea
12:00 Lunch
13:00 Workshop Presentations
15:00 Closing (Group Photo)
15:30 Bus Departure to Sydney

CCIS-CE 2022
SYMPOSIUM CO-CHAIRS

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