

Design Business Association

**Grand Prix Winner**

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**Design does it**

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**Presentation Skills**

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**Masterclass**

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**Business Briefings**

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**Autumn Schedule**

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**dba**



## Williams Murray Hamm Grand Prix winner

Williams Murray Hamm has won the Grand Prix prize in this year's DBA Design Effectiveness Awards for their work with Clipper Teas. And they did so for two extraordinary reasons. The first was for the dramatic commercial improvements that the redesigned packaging achieved. Since starting in business in 1983, selling high quality organic teas based on fair trade principles, competition has grown and Clipper Teas' share of the market has reduced significantly. So a bold management decision was taken to redesign their packaging in order to reverse this trend. WMH did just that and the market success has been awesome – export markets have increased from 1 to 23 countries and sales are up by over 350%.

The second reason for giving the award was the far reaching effect the commercial success of the redesigned packaging has had on the supply chain. This has resulted in a significant positive impact on the quality of life and prospects for the fair trade estates that supply Clipper Teas, bringing fresh investment to those communities. In the rush for improved business performance it is easy to forget just how far reaching the management of our design investments can reach. Clipper Teas reminds us of our responsibilities.

## Doing the CannesCannes

The DBA staged the first ever design seminar at the Cannes Advertising Festival in June which attracts 8,500 delegates from global brands.

250 business leaders heard DBA members, Din Associates for FCUK and Corporate Edge for Cadbury Schweppes, showcase the central role that design takes in effective consumer brand experiences. Members will be invited to submit case studies for 2005.

The DBA launched its new website, highlighting member consultancies and its services to clients on all aspects of the design industry, at the Festival. Designed by LloydNorthover, the new site reinforces the DBA's role as the gateway to world-class UK design consultancies. [www.dba.org.uk](http://www.dba.org.uk)



## Building a Voice in Europe

UK Trade and Investment figures show that 43% of design consultancies derive more than 50% of fee income from overseas clients. To encourage further growth, UKTI launched the first International Export Award won by Wolff Olins for its work on Vivo.

Following the merger of Portugal Telecom and Telefónica's operations in Brazil in 2001, which resulted in the biggest mobile telecommunications business in South America, Vivo approached Wolff Olins to create a brand that would unite the companies and deliver impact and customers.

Within only two months of its launch, Vivo was the country's leader in brand awareness. By the end of 2003, the launch year, Vivo had retained its original 17 million customers and also added 3 million people to their client base.

## Membership

Join us and sharpen your edge in the three areas of your business that matter most:

### Your Performance

Get fast-tracked to relevant advice and support on how to manage and grow your design consultancy. The standards and DBA Code of Conduct by which you operate make you stand out on pitch lists and get you in front of clients.

Members benefit from a range of free services worth over £2,300: including a business management helpline, legal service and competitive PI rates.

### Your People

Build the professionalism of your business through top quality training (see overleaf). Engage your employees in inspiring events and initiatives. Join a genuine community in the design industry and boost your networking opportunities.

### Your Profile

Raise awareness of your work among clients through your presence in the DBA's online directory which is promoted extensively to clients globally.

For a membership pack email  
adam.fennelow@dba.org.uk

## Legal Matters

Professional Indemnity cover is an overhead you can't afford to skip as stricter regulation impacts and client expectations escalate in an evolving business environment. Effective risk management can help reduce exposure but rarely eradicate risk completely as this real life claims show:

- Incomplete and wrongly addressed brochures for a direct marketing campaign led to damages for the extra cost incurred and loss of revenue: settlement cost £100,000

Many regard Intellectual Property as one of the most valuable assets of a business. Others may copy innovations or products or claim that another company's processes or products are copied from theirs. Once again litigation costs are expensive and liability for damages potentially crippling. Intellectual Property Litigation insurance offers protection to businesses against these costs and damages, sometimes as an extension to a PI policy.

Gary Philip, Layton Blackham is the specialist insurance broker for DBA members  
gary.philip@layton-blackham.co.uk.

**We gained a major client through the DBA's online directory – one that has become a significant new client and whose work is a valuable contribution to our portfolio.**

Trevor Flannery, Stocks Taylor Benson, Leicestershire

View the DBA online directory at  
[www.dba.org.uk](http://www.dba.org.uk)

## What's in sight

A raft of new industry and client led activities, a louder voice to business and a growing profile of the value of design is bringing the DBA's role into sharper focus.

Three major drivers now power what we do and where we are heading: to position effective design as a critical link in the business process.

### 1 Bringing Business to Design

Raising the professional standards of the industry is paramount. 100s of design leaders and their teams have already booked on to the first series of DBA Business Briefings across the UK.

The briefings look at the daily challenges that impact on your business. Running throughout the autumn, 'The Value of Design' seminars examine how to get what you deserve financially from your clients. Speakers include Lynne Dobney and Raymond Turner. See overleaf for more.

### 2 Bringing Design to Business

The DBA is making headway in raising the awareness of the impact design can have on business performance.

The new DBA Masterclass Series features senior business figures from different industry sectors talking about the difference design makes to their business. Aimed at other marketing and brand directors, these business to business seminars are also an opportunity to bring your teams, clients or prospects to hear directly from business leaders how the results of their design investment have paid off. See overleaf for more.

### 3 Bringing design to Government

Tangible returns being seen by Government departments and agencies investing in Design Does It, a unique public sector focused course that addresses the challenges faced by those commissioning design. See overleaf for more.

## Profit Prophet

This annual DBA report is crucial for design consultancies who want to set their rates against the industry benchmark. It highlights hourly charge out rates for all staff positions and breaks them down by design sector, size of company and location.

Most consultancies predict they will be recruiting – use this report to set competitive salary levels. In order to keep the best staff, consultancies need to be aware of what their peers are paying and what added benefits, such as pensions and training, are offered. Preview of key information in this report:

- London agencies paying through the nose for new business development
- Creative Directors still not charging out enough of their time
- senior staff salaries impacted by consultancy size
- Increases in charge out rates

DBA members benefit from a copy of this report every year. For information about how you can receive your copy, contact Gemma Kay on 020 7252 9229 or [gemma.kay@dba.org.uk](mailto:gemma.kay@dba.org.uk)









# October

6	Event		<b>DBA Business Briefing</b> Birmingham <b>Articulating the value of design to clients</b> – Lynne Dobney
12	Event		<b>DBA Business Briefing</b> London <b>Articulating the value of design to clients</b> – Raymond Turner
13	Event		<b>DBA Business Briefing</b> Bristol <b>Articulating the value of design to clients</b> – Raymond Turner
20	Event		<b>DBA Business Briefing</b> Edinburgh <b>Articulating the value of design to clients</b> – Lynne Dobney
21	Training	Level 1	<b>PP1 Written communication skills</b>
	Training	Level 1	<b>PP1 Time management</b>
22	Training	Level 1	<b>PP1 Initiative and resources</b>
	Training	Level 1	<b>PP1 The design business and its commercial context</b>

# November

1	Training	Level 2	<b>PP2 Design as a business tool: the client perspective</b>
2	Training	Level 2	<b>Presentation skills</b>
3	Training	Level 1	<b>PP1 The legal framework for design</b> <b>PP1 Spoken communication skills</b>
4	Training	Level 1	<b>PP1 The client perspective</b> <b>PP1 An introduction to people management</b>
5	Training	Level 2	<b>Presentation skills</b>
	Training		<b>Design does it</b> – day 1 of 3
8	Event		<b>DBA Masterclass</b> – London – Mark Palmer, Marketing Director, Green & Black's
9	Training	Level 2	<b>Presentation skills</b>
10	Training	Level 2	<b>Presentation skills</b>
11	Training	Level 2	<b>PP2 Negotiation skills</b> <b>PP2 Terms of business: dealing with clients and suppliers</b>
12	Training	Level 2	<b>PP2 The marketing of a design consultancy</b> <b>PP2 Effective project management</b>
12	Training		<b>Design does it</b> – day 2 of 3 (Public sector only)
17	Training	Level 2	<b>PP2 Design and the law</b> <b>PP2 Human resources in design</b>
18	Training	Level 2	<b>PP2 Financial management in design consultancy</b> <b>PP2 Design consultancy in the international market place</b>
19	Training		<b>Design does it</b> – day 3 of 3 (Public sector only)
23	Training	NEW	<b>PP2 Understanding management issues in design</b>
24	Training	NEW	<b>Design drives business (Clients only)</b> day 1 of 2
25	Training	NEW	<b>Design drives business (Clients only)</b> day 2 of 2 – London

## Key

	<b>Professional Practice One (PP1) – Level 1</b>
	<b>Professional Practice Two (PP2) – Level 2</b>
	<b>Presentation Skills</b>
	<b>Professional Practice Three (PP3) – Level 3</b>
	<b>DBA Business Briefing</b>
	<b>DBA Masterclass</b>
	<b>Design does it (Public Sector only)</b>
	<b>Design drives business (Clients only)</b>

# December

1	Training	Level 2	Presentation skills
2	Training	Level 2	Presentation skills
8	Training	NEW	Design drives business (Clients only) day 1 of 2
8	Event		DBA Masterclass – Glasgow – Stuart Cosgrove, Director of Nations and Regions, Channel 4
9	Training	NEW	Design drives business (Clients only) Day 2 of 2

# January

20	Training		Design drives business (Clients only) day 1 of 2
21	Training		Design drives business (Clients only) day 2 of 2
tbc	Event		DBA Business Briefing London Developing business in overseas markets
27	Training		Design drives business (Clients only) day 1 of 2
28	Training		Design drives business (Clients only) day 2 of 2
tbc	Event		DBA Business Briefing Birmingham Developing business in overseas markets

**The DBA is a body that understands and supports the key issues within our industry.**

Andrea Barton, Black Eye Design, Tunbridge Wells

## DBA's Events and Training Strategy

### Target Audiences

It is the DBA's ambition to align and enhance both the demand and supply for design. The DBA is therefore focusing on three key sectors, the design industry and the private and public sectors. In each we are focusing on two specific audiences – those who drive strategy and those who drive projects, design being the critical link between vision and action.

Activities fall into two categories: on one level, the DBA engages senior leaders on the role of design in driving organisational vision, defining effective strategies, meeting corporate objectives and achieving success – See Masterclass.

On another level, the DBA trains people who are delivering and managing design projects, to raise awareness of where design adds value and apply effective design process in order to achieve greater impact on design projects – See Design Does It and Design Drives Success.

### Masterclass

Aimed at both clients and design consultancy leaders, this series features high profile figures from different industry sectors talking about the impact of design on their organisation. Are you working with someone who needs to see evidence that design really is a strategic tool? Bring them to an inspiring forum for debate about the value of investing in effective design and get to network with other leading business and public sector figures.

## Presentation Skills

### Do I need presentation skills?

Yes, anyone who has to make presentations to clients and colleagues or to new business prospects will benefit. Attending this one-day workshop will deliver real, practical improvements in your performance. Watching yourself in action on video will enable you to develop areas of strength and work on areas of weakness. As a result, your confidence will grow and your performances, both in front of colleagues and clients, will improve beyond recognition.

### Why choose DBA presentation skills?

This presentation skills workshop has been designed specifically for the design industry and is unlike any other available. It is limited to 5 delegates, giving you intensive personal feedback and concentrating on exactly what you want to get out of the workshop.

### What will I gain?

- Practical advice, tips and techniques on how to make successful presentations
- An understanding of some of the psychology behind spoken communication
- Individual critique of your own presentation style, allowing you to make real improvements in performance
- A set of assessment notes and your own presentation on video to take away for future reference
- An unlimited telephone and email help-line to Shan Preddy for any queries following the workshops

### Course content

- The importance of preparation
- Setting objectives and desired responses
- Structuring the content
- Sign-posting and pacing
- Using visual aids and equipment
- Using memory aids and notes
- Monitoring feedback
- Eye contact and body language
- Voice delivery
- Dress and appearance
- Handling nerves

#### Course Tutor: Shan Preddy

Shan is a management, marketing and training consultant who works exclusively in the design sector. Over three hundred design professionals have already benefited from this successful Presentation Skills Workshops for the DBA.

## The Professional Practice of Design

Consultancy performance is currently a sensitive issue for most businesses. Cutting costs may go some way to alleviating pressure short term, but a strategy that is going to have a lasting effect must revolve around a consultancy's key asset, its people. They should enable you to achieve your business aims. You should enable them to reach their full potential.

#### Who Should Attend?

The DBA's Professional Practice courses were developed specifically for those working in the design industry by a suite of very experienced trainers and designers. Stage One covers a range of subjects that give junior staff the foundations they need to be effective in the first three years of their career. It also acts as a useful introduction to Stage Two for those wanting to progress straightaway. Stage Two develops a lot of the Stage One themes and is aimed at senior staff. For those being given more responsibility, Stage Two gets into the detail of design practice and the role of management within the design industry.

#### Tangible Business Impact

Both courses can be bought in a modular format, however, it is our experience that maximum benefit to your business and staff is to be gained from completing the whole course. The DBA's PP1 and PP2 courses are recognised courses and those investing in their staff development regularly should be registering the fact with clients. It is a well-known fact that the majority of jobs are lost on poor client management and not poor creative. Make sure your skills are up to scratch.

### More about Stage One

The eight half-day modules cover a range of subjects giving you a broad understanding of the industry and the essential skills needed to be effective in your job. You will learn how to:

- Manage your time under pressure
- How to plan and prepare presentations
- How to set goals and standards
- How to be more accurate in written communication

#### Course Content (abbreviated)

##### Written communication skills

- Preparing business letters, memo's and reports
- The influence of writing standards on clients
- Time management**
- Maintaining quality and creativity under pressure
- Planning, prioritising and delegating Initiative and using resources
- Generating ideas and problem solving
- Research principles and sources of information

##### The design business and its commercial context

- What clients expect from design
- Matching creative and commercial agendas

##### The legal framework for design

- Legal responsibilities of companies and individuals
- How to negotiate contracts for services, employment and suppliers

##### Spoken communication skills

- How to plan and prepare important presentations and phone calls
- Running effective meetings

##### The client perspective

- What more do they want besides design
- Client retention and satisfaction

##### An introduction to people management

- Setting goals and standards
- Team management and leadership

### More about Stage Two

The ten half-day modules cover a range of subjects that will enable you to develop your skills in areas that directly impact your performance and provide you with the vital knowledge needed to work professionally alongside your colleagues. You will learn how to:

- Manage client relationships and projects
- How to negotiate effectively
- Build and manage better teams
- How to stay the right side of the law
- The essentials of financial management

#### Course Content (abbreviated)

##### Design as a business tool:

##### the client perspective

- Corporate strategies and marketing objectives
- The strategic role of design

##### Negotiation skills

- Negotiation strategies and techniques
- Negotiating objectives and outcomes: the important difference

##### Terms of business: dealing with clients and suppliers

- Preparing quotations for clients
- Terms and conditions: getting paid

##### The marketing of design consultancy

- Reviewing and understanding market positioning
- Marketing principles applied to design practice

##### Effective project management

- Time and cost control techniques
- Building client confidence

##### Design and the law

- Freelancers and IP matters
- Dealing with clients and their IP requirements

##### Human resources in design

- Recruitment and development
- Performance review and appraisal

##### Financial management in design consultancy

- Managing cash and profits
- Using financial reports and budgeting

##### Design consultancy in the international marketplace

- Implications and opportunities
- Design as a strategic marketing concern

##### Understanding management issues in design

- Management developments in the client sector
- What to read and what to believe in management theory

A comprehensive overview of all course content can be downloaded from [dba.org.uk](http://dba.org.uk)

## Design Does It for the Public Sector

This is a training course for marketing and communications managers in the public sector, aimed at getting better results from design projects, by sharing best practice design management skills and techniques. Spread over three days, you are introduced to leading practitioners and take part in interactive exercises supported by tools that help them to manage design projects efficiently and effectively every time – from selecting the right agency and writing a coherent brief, through to getting buy in on concepts from colleagues and other stakeholders at the right time. Those who have benefited so far include the Home Office, DEFRA, DfES, DTI, Cabinet Office, ODPM, the CPS, Avon & Somerset Police and the Scottish Executive.

Full details about this course are available by responding overleaf.

## Design Drives Business for design managers in commercial businesses

This is a two-day intensive training course for design managers working in commercial businesses; it is equally relevant to people working on design projects from different functional perspectives, such as brand managers, product managers and people in R&D roles. The aim is to share best practice design management skills and techniques in order to achieve maximum impact from investment in design projects, whether working on communications, environmental or product and service projects. You will be introduced to leading practitioners and take part in interactive exercises supported by tools that will help you to deliver design projects efficiently and effectively every time.

Full details about this course are available by responding overleaf.

## Autumn Launch of PP3 – new top management-level training for consultancies

Design consultancies continue to strive for bigger and better clients and projects, and there appears to be no shortage of clients looking for strategic design partners that can help them deliver more effectively on ever stretching objectives. With this in mind, the DBA has developed Professional Practice 3, a programme for principals and directors of design consultancies only, to enhance their business performance. This programme will introduce delegates to leading edge tools that will improve the efficiency of their business, and enable deeper understanding of client needs. The programme promises to be highly interactive and will be delivered by experienced consultants, featuring guest speakers from the business and public sectors as well as academia.

Full details about this course are available by responding overleaf.

## 5 reasons why you should undertake the DBA's professional development:

- 1 You will become more effective in what you do
- 2 Your impact in the business will be better felt
- 3 Your prospects for promotion will increase
- 4 Your confidence will increase
- 5 You'll enjoy it (but it is hard work)

## DBA Training Booking Form Autumn 2004

Send me information on Professional Practice 3

**Design does it (Public sector only)** (London) 3 day course  
Cost: £1200 + VAT (£1400)

5 / 12 / 19 November 2004 Places

**Design drives business (Clients only)** (London) 2 day course  
Cost: £1200 + VAT (£1400)

24 – 25 November / 8 – 9 December / 20 – 21 January / 27 – 28 January Places

### Presentation Skills:

DBA members: £410 + VAT (£481.75) DBA non-members: £600 + VAT (£705)

				Places
November 02	09.30 – 17.00	Presentation Skills – London	Shan Preddy	
November 05	09.30 – 17.00	Presentation Skills – Bristol	Shan Preddy	
November 09	09.30 – 17.00	Presentation Skills – London	Shan Preddy	
November 10	09.30 – 17.00	Presentation Skills – London	Shan Preddy	
December 01	09.30 – 17.00	Presentation Skills – London	Shan Preddy	
December 02	09.30 – 17.00	Presentation Skills – London	Shan Preddy	

### Professional Practice Stage 1: (London)

Full Course – DBA members: £750 + VAT (£881.25), non-members: £1200 + VAT (£1,410.00)  
Cost per Module – DBA Members: £150 + VAT (£176.25), non-members, £210 + VAT (£246.75)

				Places
October 21	09.00 – 12.00	Communication skills - written	Liz Lydiate	
	13.30 – 17.00	Time management	Liz Lydiate	
October 22	09.00 – 12.00	Initiative and resources	Liz Lydiate	
	13.30 – 17.00	The design business and its commercial context	Jeremy Myerson	
November 03	09.00 – 12.00	The legal framework for design	Henry Lydiate	
	13.30 – 17.00	Communication skills - spoken	Shan Preddy	
November 04	09.00 – 12.00	The client perspective	Shan Preddy	
	13.30 – 17.00	An introduction to people management	Shan Preddy	

### Professional Practice Stage 2: (London)

Full Course – DBA members: £950 + VAT (£1,116.25), non-members, £1500 +VAT (£1762.50)  
Cost per Module – DBA Members: £150 + VAT (£176.25), non-members, £210 + VAT (£246.75)

				Places
November 01	18.00 – 20.30	Design as a business tool: the client perspective	Sue O'Neil	
November 11	09.00 – 12.30	Negotiation Skills	Shan Preddy	
	13.30 – 17.00	Terms of business: dealing with client + supplier	Barry Morris	
November 12	09.00 – 12.30	The marketing of design consultancy	Liz Lydiate	
	13.30 – 17.00	Effective project management	Ken Allinson	
November 17	09.00 – 12.30	Design and the law	Henry Lydiate	
	13.30 – 17.00	Human resources in design	Henry Lydiate	
November 18	09.00 – 12.30	Financial management in design consultancy	Mandy Merron	
	13.30 – 17.00	Design consultancy in the Int. marketplace	Laura Mazur	
November 23	18.00 – 20.30	Understanding management issues in design	James Woudhuysen	

**Total:** £

Please complete the table with the number of places required then fill in the Company and Payment Details.

## Company Details

Company \_\_\_\_\_

Delegate 1 : Name and job title \_\_\_\_\_

Delegate 2 : Name and job title \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## Payment

I enclose a cheque for £ \_\_\_\_\_ made payable to DBA

I wish to pay by card £ \_\_\_\_\_ and authorise the DBA to charge

Mastercard / Solo / Visa / Electron / Switch / Delta / JCB\* ( \*delete as appropriate)

Card Holder's name \_\_\_\_\_

Billing address (if different to company address) \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Issue No / Start Date \_\_\_\_\_

Card Holders signature \_\_\_\_\_

We regret that once a booking has been accepted refunds can not be made, although we are happy to substitute delegates.

**Please post, email or fax this page to:**

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35–39 Old Street, London EC1V 9HX

Email: hannah.paterson@dba.org.uk

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