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# dba

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**Insight**

Issue 4

Autumn 2005

The trade association for the design industry

**35%** 

## Cox Review – Investors in Design



The DBA has made its submission to the Cox Review that aims to change the climate for clients to encourage them to use design as a strategic and

submission to the DBA's Design Effectiveness Awards that measure, reward and celebrate effective design practice in business and make visible the crucial relationship between design-buyer and design-provider.

### 3 Collective 'Best-Minds'

Based loosely on the proven practice of the US's RAND Corporation, this interdisciplinary collective would collude our best minds together to generate new thinking for British industry.

### 4 Incentives

As a participant in Investors in Design, financial incentives such as tax credits for developing improved practices and processes would be available to client companies.

Finally, whatever emerges from the Cox Review, we believe that one essential aspect of visible change, with impetus from the Treasury, is that Ministers and Government should be seen to support more vigorously and proactively the concept of design. For a full copy of the Cox Review submission visit [www.dba.org.uk](http://www.dba.org.uk).

Deborah Dawton, Chief Executive, DBA

tactical tool for competitiveness and improved wealth and job creation in the UK.

Following consultations with members, we believe that a single, big idea is needed. It would contain within it a number of connected strands of activity to stimulate change at different levels. Based on the successful adoption of Investors in People, we are proposing Investors in Design, a straightforward, proven framework for delivering business improvement through Design.

Client companies would engage in four key strands of activity:

#### 1 'Intel Inside'

Access to a part-funded national network of creative 'Non-Execs' carefully chosen from the design industries. These senior-level people would sit as paid 'non-Execs' on SME Boards.

#### 2 Celebrate good practice and success

Companies would be required to make a

## Design industry bodies

Last issue we launched a column to highlight who's who and who does what in design with a piece on your trade association – the DBA. This time it's the turn of D&AD. So what is D&AD?

D&AD is a not-for-profit organisation which champions excellence in creative design and advertising through its mission: 'For Education. For Enterprise. For Excellence.'

D&AD Congress brings together all of the elements of D&AD's programmes and audiences on a global scale. Each Spring, D&AD Congress hosts the judging process and Ceremony for the Awards. Known as the 'Yellow Pencils', the D&AD Awards recognises the best in creativity internationally. Nominated entries go into the D&AD Annual, which benchmarks the best creative work globally each year. Congress also features lectures, forums and showcases. The final week of Congress is dedicated to showcasing the next generation of creative talent at New Blood and with the Student Awards.

D&AD also runs a pioneering educational programme of workshops, events and exhibitions and publishes a series of Creativity Works business case studies, which further support its educational activities for students, D&AD Members and Associates and the wider integrated communications industry. For more information visit: [www.dandad.org](http://www.dandad.org)

**"The DBA HR Business Briefing was so useful in many ways – every member should make the effort to attend DBA Briefings as they are a major benefit of membership."**  
Debbie McCarthy,  
Creative Director,  
Oculus Design

## Top 5 booking now

If you register for just one initiative this year, these are the top 5 to choose from. Why? Because they are uniquely tailored for design consultancies and created to help you meet your business objectives and improve your earnings, productivity, profile and profitability.

1. **Financial Management to Drive Profitability** – see page 5

2. **We Are What We Do** as part of the London Design Festival – see page 7

3. **From Bangalore to Bedford, Cobra Beer** – see page 7

4. **Professional Practice Courses** – see page 9/10

5. **Design Effectiveness Awards Ceremony** – see page 8

## What's in sight

**Three strategic objectives continue to drive what we do and where we're heading: to position effective design as a critical link in business processes; to position design as an investment and not a cost and to demonstrate design's impact on business performance.**

### 1 Bringing Business to Design

Work on raising the professional standards of the industry remains paramount and finance is our theme this autumn. A national series of Business Briefings on managing finance to drive profitability in design consultancies coincides with the launch of a new membership service to be provided by Willott Kingston Smith; free telephone advice to members on a number of accounting issues concerning their businesses.

October marks the launch of the DBA Performance Tracker service, a subscription based service for members only enabling them to benchmark their performance against that of other subscribers on a quarterly basis.

### 2 Bringing Design to Business

Design's impact on business performance is measured by the DBA through its Design Effectiveness Awards. The 2005 winners will be announced in late November. Our handbook promoting the clients and design consultancies commissioning and delivering the most effective work this year will be circulated to 3000 named business leaders.

We continue to deliver our series of events nationally which feature design champions in business talking about the role of design within their organisations. Karan Bilimoria of Cobra Beer and Eugenie Harvey of We Are What We Do take to the stage in the next few months.

Longer term, the DBA and the Design Council continue to progress on the development of a national Design Matching Service for launch next year.

### 3 Bringing Design to Government

We hope to see a major commitment by the Chancellor in his autumn Budget Statement to the role that design will play in the future prosperity of UK businesses following the recommendations of the Cox Review.

## Board Directors



Pip Brady, Moon UK

Pip Brady, MD at Moon UK and Harriet Devoy, Creative Director at The Chase have been co-opted to the DBA Board of Directors as of June 2005.



Harriet Devoy, The Chase

They join the three Board Directors appointed at the DBA AGM on 7 April – Chris Wood (Corporate Edge), Caroline Hagen (Reach), Jim Orkney (Kinneir Dufort), replacing the five out-going directors. Design Council CEO, David Kester has since been appointed special advisor to the DBA Board.

The Board are charged with shaping the future of not only the DBA, but also the industry sector that it represents.

Deborah Dawton says "It's really a testament to the continued success story of the DBA that we have managed to attract such high quality industry figureheads to help the DBA management deliver even greater value to it's membership. Many thanks must also go to the outgoing directors who have tirelessly supported us over the last few years."

## Small, Medium, Large

**"This scheme is the brightest news young design companies have had in years."**



Since January the DBA's 'Small, Medium, Large' programme supported by NESTA (National Endowment for Science, Technology and the Arts) has been bringing deeper business thinking and strategy to ten design companies.

The ten companies chosen to participate in this unique programme range from a two-man start-up to an established industrial design company of some sixteen people with a turnover in the millions. Located across England, Scotland and Wales, only two of the companies are based in London. Disciplines represented include FMCG packaging, corporate and brand identity as well as interiors and product design.

The business accelerator Pembridge

Partners, have provided consultancy to the companies, along with in-depth expertise on business growth covering fundamental business practices from financing to exit strategies.

Building upon this work, Michael Thomson (Design Connect) has been facilitating follow-on workshops focused upon each of the ten companies' individual needs. Having identified barriers to growth, the companies between them, have addressed a wide range of issues including new business, maintaining creativity, managing people and dealing with clients.

The 2005 SML programme will close with a 'network of ten summit' to be held in London on 14 September when the participants will be brought together for the first time to share experiences and know-how.

As one of the companies stated on their application form, "This scheme is the brightest news young design companies have had in years."

Due to the success of the initial Small, Medium, Large programme the DBA will be joining forces with NESTA and Pembridge Partners again later this year to launch the 2006 programme.

## Membership up 35%

Building on impressive growth at the end of 2004 the DBA has announced a 35% growth in membership during the first 6 months of 2005. Deborah Dawton comments, "We decided to launch a marketing drive to boost the DBA's core business – our membership. Following the slump in the design industry, which was mirrored in the membership figures of the association, we are now at our

highest membership rate since the 1980's. The increase in numbers has given stability to the DBA and enabled us to build on our membership offer."

Additional membership services that are being introduced by the DBA include a free CD of standard legal documents and a free advice helpline for accounting issues both of which will save our members hundreds, if not thousands of pounds.

**35%**

## Regional Heads of Development – the who's who

The DBA is supported by a network of Regional Heads of Development across the UK who are passionate about developing the design communities within each region, building networking opportunities and extending the DBA's commitment to the regions. Get in touch with your Regional Head of Development to find out what's happening locally.

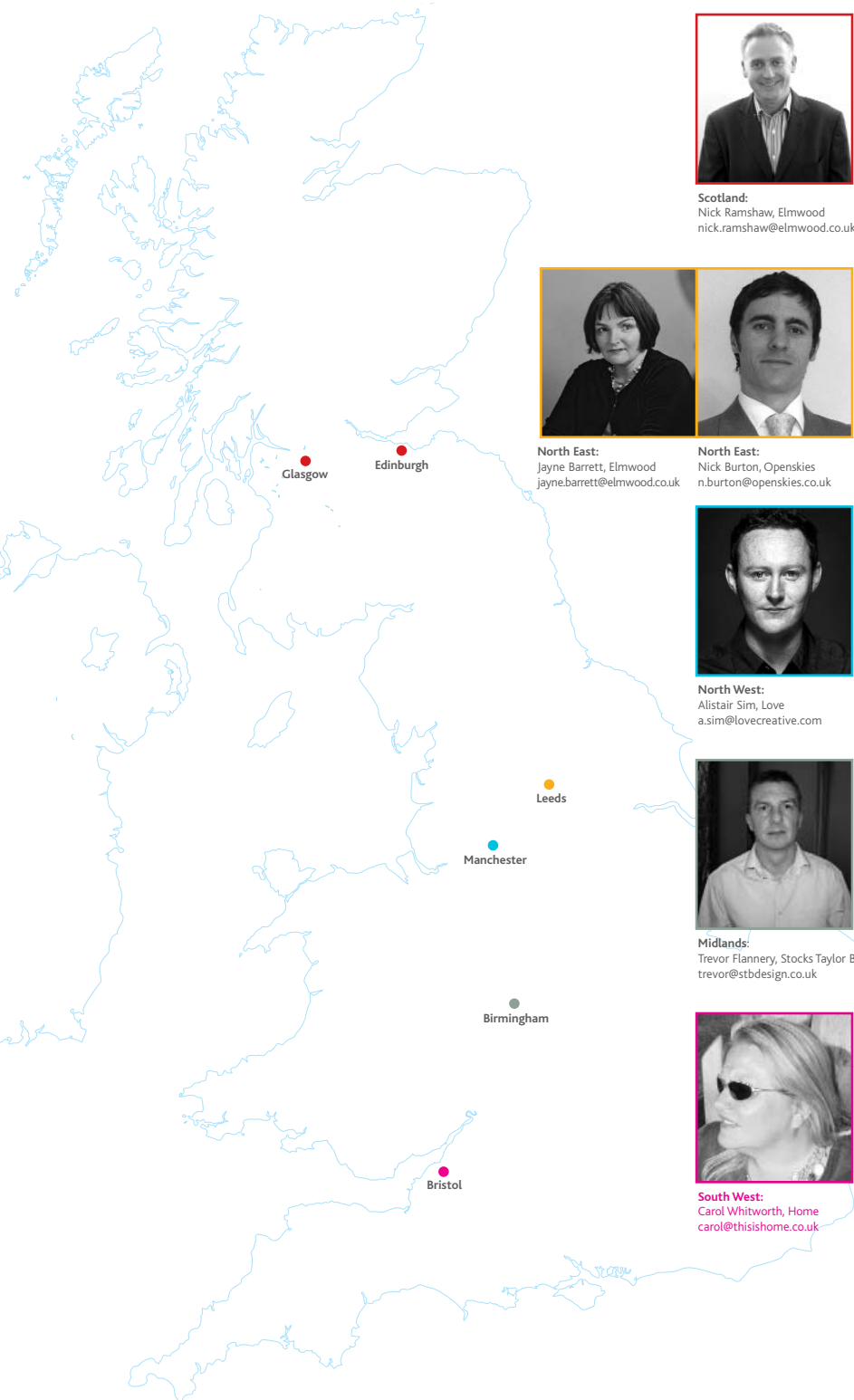
### Profile of South West

I was delighted to be asked to be the South West Regional Head of Development for the DBA and want to carry on the work of my predecessor Caroline Hagen. Our first regional meeting was on Thursday 7 July, when 14 DBA members from the South West region attended.

We discussed all sorts of topics from Design and the Olympics, through to promoting design in the South West. It was fantastic to invite my peers (and rivals) to our office, to get to know people a little better and to realise that my concerns about our business are the same as those of every owner of an independent agency. We were delighted that Deborah Dawton was able to attend our first meeting and the majority of the attendees felt that at last the DBA was no longer only London centric and that we really do have a voice here in the South West. By the way, we've grown membership in the South West by 86%.

In addition, we also invited the creative industries officer of Bristol City Council to come along to talk about the work the Council are doing to promote design in the city and environs. Together we brainstormed an idea for an event or a series of events and it looks like they are going ahead. All in all, we had a very successful first meeting and we rounded off the afternoon with a few swift after work drinks for creatives in Bristol's Watershed, where we were able to let our hair down a bit and I demonstrated my newly rediscovered clackers!!!! Do come along to the next meeting.

Carol Whitworth  
Home



Scotland:  
Nick Ramshaw, Elmwood  
nick.ramshaw@elmwood.co.uk



North East:  
Jayne Barrett, Elmwood  
jayne.barrett@elmwood.co.uk

North East:  
Nick Burton, Openskies  
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North West:  
Alistair Sim, Love  
a.sim@lovecreative.com



Midlands:  
Trevor Flannery, Stocks Taylor Benson  
trevor@stbdesign.co.uk



South West:  
Carol Whitworth, Home  
carol@thisishome.co.uk

## Member's outlook

Over the last couple of years, we have noticed a huge change in the DBA. It now seems more active, vocal and keen to build relationships with its members. As a result, we've become aware of just how much it has to offer.

Initially, one of the advantages of the DBA was its organised events enabling us to network with like-minded consultancies. It's one of the few opportunities we get to meet our peers, build friendships and realise that we all face similar obstacles.

Last year, we entered the member only DBA Design Challenge and were one of five finalists with our design for a more inclusive vacuum cleaner. As well as the eye-opening focus group sessions and presentations, we fostered strong links with the Helen Hamlyn Research Centre. The Challenge allowed us to expand our business horizons and as an extra bonus, we've received a lot of invaluable publicity.

More recently, we were one of ten consultancies chosen for the DBA/NESTA Business Growth Initiative – a professional training programme that analyses your business and offers strategic advice. The practical help sessions have been enormously beneficial – if a little painful in their honesty – and have helped us identify how to bridge the gap between where we are now and where we want to be.

The DBA has a huge amount to offer, but it's a two-way effort. You really have to get stuck in and use its services as much as possible; not only to justify the membership but also to reap the rewards!

David Tree  
Marketing & Business Development  
Rodd Industrial Design



## Membership benefits

There are three key areas where the DBA will help you and your team:

### Performance

Tools to improve the performance of your business

- **Free** business management and financial advice including factsheets and guidelines
- **Free** charge out rates report
- **Free** legal advice
- **Free** CD of standard legal documents (coming soon)
- **Preferential** insurance rates
- **Exclusive** DBA Performance Tracker Report

Over £2,500 worth of benefits available free to members

### People

Investing in the individuals within your business

- **Discounted** training courses for all levels developed by industry experts
- **Discounted** business focused events on issues that affect you
- **Discounted** networking events with inspirational speakers

### Profile

Raising awareness of your business and the design industry

- **Free** page in the DBA online directory
- **Exclusive** use of the DBA member logo in credentials pitches
- **Alignment** with the DBA design effectiveness message

Everything the DBA offers is tailored to your design business. Join now.

Call the DBA on 020 7251 9229 or email [membership@dba.org.uk](mailto:membership@dba.org.uk)

**"The charge out rates and salary report is worth the membership fee alone."**

Giles Redmayne, MD,  
Reef Design Management

## DBA Business Briefings

The DBA is committed to developing the professional standards needed to run an effective and high performing design consultancy in today's market. The Business Briefings series addresses challenges raised by our members that impact on their businesses daily. Previous issues that have been addressed are: articulating the value of design; raising your profile; gaining work overseas and people management.

If you haven't attended the Business Briefings before, here's what previous delegates have said:

**"One of the most useful lectures I have ever attended. Truthful and insightful."**  
**Mark Beaumont,**  
**Creative Director,**  
**Dinosaur**

**"A very, very useful overview and insight into an important business issue."**  
**Chris Wood,**  
**Chairman,**  
**Corporate Edge**

### DBA Business Briefing

## Financial Management to Drive Profitability

Sponsored by REBUS

This may not be the sexiest of subjects, but can you afford to ignore it?

Do you find yourself working all hours for little cash reward? Is doing something cheap better than doing nothing at all? Are you able to strike the balance between the profitable work and the work that inspires your creative team? What about clients that keep changing their minds – does the fee change appropriately? And what about getting paid on time?

These and many other issues plague small businesses regularly but some are peculiar to the design industry. So we've pulled together a selection of leading experts to take you through these and other issues. They include an accountant who speaks your language, a leading business accelerator consultant and an ex-creative agency finance director.

This series is aimed at the owner/managers of small to medium sized design consultancies. Regionally, the events will run as broad but shallow 2-hour workshops giving you the option to book on to the more in-depth (3-9pm) workshop in London.

#### Workshops will cover:

- Developing a business plan
- Management reporting
- Debt management and finance
- Project management
- Relationship management

City	Date	Venue
Birmingham	21 September 2005	The Bullring
Leeds	11 October 2005	The Round Foundry
Edinburgh	18 October 2005	Elmwood Studios
Manchester	24 October 2005	Cube Gallery
Bristol	1 November 2005	@Bristol
London	8 November 2005	CBI

#### Speakers include:

Amanda Merron, Partner, Willott Kingston Smith;  
 Gary Baxter, former Finance Director, The Partners;  
 Nick Tomlinson, Managing Director, Rebus

For more information and to book visit [www.dba.org.uk](http://www.dba.org.uk)

**REBUS**

Management Software for Creative People

## It all adds up for DBA members

The DBA is launching a new partnership with Willott Kingston Smith, the Top 20 accountancy firm that specialises in the creative industries. With immediate effect DBA members now have access to 30 minutes free telephone advice on various topics, including:

- Accounting
- Tax issues
- Insolvency
- Fundraising
- Mergers & acquisitions
- Due diligence

In a recent study of design companies the business accelerator Pembridge, noted that when it came to financial matters many design companies are "driving blind" – a dangerous way to run a business.

Deborah Dawton said, "DBA members already benefit from free advice helplines for legal and business management issues so we are delighted that Willott Kingston Smith have decided to lend their considerable expertise to helping DBA members."

Amanda Merron, partner at Willott Kingston Smith said: "We specialise in advising the design industry and are therefore ideally placed to provide this service to DBA members. We are delighted to be teaming up with the DBA on this initiative and look forward to hearing from its members with regard to strategic business advice on a range of issues."

DBA members can find details on how to access the free advice service in the members-only section of the DBA website [www.dba.org.uk](http://www.dba.org.uk)

## More savings...

This year DBA members have been able to benefit from significant savings on the cost of Sohna's project management system, Traffic. It had quite an impact on Kino Design's processes at a time when their winning London 2012 Olympic logo was coming to fruition.

Kino Partner, Andrew Bignell says "We rely on Traffic for virtually all our critical support functions; time management, cost control, diary, database, invoicing, ordering – everything. The system comes into it's own where multi-faceted design projects require management across the board. All this in a clear, user friendly and intuitive package."



## Tracking your business performance

Fresh from the success of their partnership with the DBA and NESTA, Pembridge Partners have teamed up with the DBA to launch a new financial quarterly benchmarking service called the 'DBA Performance Tracker'.

After careful consultation with members, the new report has been developed by the DBA's Financial Consultant Gary Baxter who worked at The Partners. Gary knows only too well how invaluable this type of information is to ensure that your design business is performing well against your peers/industry across a selection of crucial financial benchmarks.

"The new report will be a simple, online version which will be easy to complete on a quarterly basis. Several of our members have helped us test market the new report and early

feedback is really encouraging" stated Gary.

"Pembridge have a wealth of experience in creative media profiling and will be able to add a tremendous amount of value to all DBA members" added Gary.

"Gary will analyse the data and with his in depth knowledge of the design industry and Pembridge's experience and track record, this partnership is a dream team for DBA members" concluded Deborah Dawton.

The new report is due out towards the end of September covering the second quarter of 2005 and is exclusively available to member subscribers only.

For more information and to subscribe email [membership@dba.org.uk](mailto:membership@dba.org.uk)

## DBA Design &amp; Society Series:

**We Are What We Do**

Eugenie Harvey, 26 September

**"We must be the change we want to see"**

Mahatma Gandhi

The DBA was an inaugural partner of the London Design Festival which was established in 2003 as an annual international event to celebrate and promote London and the UK's creativity.

As the DBA's contribution to the Festival and the first event in the DBA Design & Society Series, we are delighted to present Eugenie Harvey, Managing Director of We Are What We Do, who will celebrate the effectiveness of design in an inspiring talk on 26 September.

Communication channels and devices have multiplied and become more sophisticated in recent decades and yet modern society continues to feel more disaffected. While the cult of the personality grows, the value of the individual weakens.

Eugenie Harvey has a solution inspired by Mahatma Gandhi who said "We must be the change we want to see", in other words "We Are What We Do". Using design as a principal tool We are What We Do wanted to break new ground and create a movement with attitude, a movement that empowers the individual. It is successfully encouraging the use of individual action to promote collective world change with some impressive results.

This event promises to inspire designers, members of charitable organisations or simply just you and me, individuals capable of action.

For further information on We Are What We Do go to [www.wearewhatwedo.org](http://www.wearewhatwedo.org). To book go to [www.dba.org.uk](http://www.dba.org.uk)



Acting as an umbrella event, the London Design Festival encompasses activity from across the design spectrum.

The third Festival takes place 15–30 September. Building on the success of the 2004 Festival, which saw 75 exhibitions, events, seminars, screenings, lectures, and parties all over London, this year's programme includes over 170 events staged by 150 partners over two weeks.

Festival Director, William Knight said 'The Festival has quickly established itself as

one of the most important events of its kind in the world. Last year we saw 150,000 people attending Festival events and activities. This year the Festival has doubled in size again, with 16 days of activities. As a consequence, we're expecting even more Festival-goers than last year, including visitors from at least 16 different countries around the world'.

For further information on the London Design Festival 2005 visit [www.londondesignfestival.com](http://www.londondesignfestival.com)

Event	Speaker	Date	Time	Location
We Are What We Do	Eugenie Harvey	26 September 2005	6.30pm to 9.00pm	Imperial College, London
The Value of Design	Ralph Ardill	6 October 2005	6.30pm to 9.30pm	Imperial College, London
Cobra Beer Masterclass	Karan Bilimoria	3 November 2005	6.30pm to 9.00pm	London

For further information on any of these events and to book go to [www.dba.org.uk/events/events.asp](http://www.dba.org.uk/events/events.asp)

## DBA Masterclass:

**From Bangalore to Bedford, Cobra Beer**

Karan Bilimoria, 3 November



The DBA Masterclasses are aimed at both clients and design consultancy leaders and feature high profile figures from different industry sectors talking about both the tangible and intangible impact of design on their organisation. This is your chance to hear the incredible story of the Cobra Beer brand from its founder and chief executive Karan Bilimoria CBE, DL.

With no prior knowledge of the marketplace, Karan Bilimoria entered the most competitive beer market in the world opposite long established giant brands and at a very difficult time - the first shipment of Cobra was imported in the UK in 1990, at the start of a recession. Managing to thrive in the face of adversity, the latest part of Cobra Beer's success story is its use of effective design with dramatic results. Karan is a long standing advocate of the effectiveness of design and sat on the DBA Design Effectiveness Awards judging panel in 2004.

As a direct result of a new bottle design Cobra Beer managed to maintain its Indian restaurant loyalty base and break into the mainstream beer market, competing with the premium brands. Within a year sales and gross profit were up by over 30% and Cobra Beer is now one of the fastest growing beer brands in the UK, with a current turnover of £65 million at retail value. **Places are limited so early booking is advisable.**

## DBA Business Briefing:

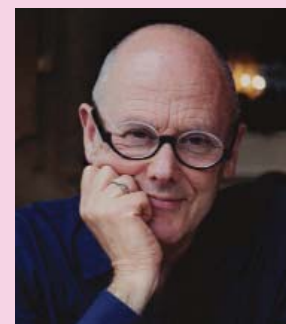
**The Value of Design**

Ralph Ardill, 6 October

- Do you over-service and under-charge your clients?
- Always beaten down on price?
- End up arguing with the procurement department over cost?
- Find difficulty in articulating the value you add?

The DBA is committed to developing the professional standards needed to run an effective and high performing design consultancy in today's market. Articulating the value of design to clients who are only interested in the cost is an age-old problem. In order to convince your client of the benefits of your involvement you need to be able to explain how you will add value in a language they will understand.

Ralph Ardill, Founder and CEO of The Brand Experience Consultancy and formerly Marketing and Strategic Planning Director of Imagination, will be our guest speaker on the topic of 'The Value of Design' in London on 6 October. This provocative seminar will dispel many of the myths surrounding what designers 'sell' and clients 'buy' and will provide key insights into articulating how your work can make a tangible impact on your client's bottom line.

**Michael Wolff accepts role of DBA Design Challenge Patron**

In support of his acceptance Michael Wolff says:

"All my life I've always felt conscious of my good fortune. Despite many ups and downs of every sort, my body and mind have, so far, supported me in what I've chosen to do.

My life has never felt deliberate.

I seem to have opened every day like unwrapping a present.

I've always felt conscious that other people have different circumstances to deal with. Different parents, different cultures, different circumstances with their minds and bodies, different situations of all sorts.

When I was younger I felt sorry for people with all kinds of disabilities in life, but now I feel respect. Everyone grapples with some difficulty that frustrates them or tries to limit them in some way.

Our species is both as brilliant and as thick as it's possible to imagine. Many man made things, places and messages around us can be superb, useful, enjoyable and beautiful, but many are crass, insensitive, vain and plain stupid. Many are life enhancing and many are trying to kill us.

The DBA Design Challenge invites the brilliance rather than the crassness, insensitivity, vanity and stupidity of designers to deal with and transform the results of the past work of their colleagues. Some accept the invitation and others continue in the same rut as before. For me it's a question of being in other people's shoes. To do that you have to take off your own shoes. To forget who you think you are, to forget being a designer and become the person for whom you want to make a difference. That's the challenge.

The DBA Design Challenge is not about winning, its about meeting people in very different situations and allowing them to transform how you feel and think and act forever. That's why the Challenge is so challenging."

Following the successful launch event for the 2005/06 DBA Design Challenge on 28 June and an excellent suite of submissions, our congratulations go to the following consultancies short listed to participate this year: Adecco at IBM, Wood & Wood Design, Felton Communication, Coley Porter Bell, Matter New Product Development and Wire Design. The winner will be announced at the awards ceremony on 22 February 2006. Visit [www.dba.org.uk](http://www.dba.org.uk) or [www.hhrc.rca.ac.uk](http://www.hhrc.rca.ac.uk) for further information.

**DBA Design Effectiveness Awards Ceremony**

**"The DBA Design Effectiveness Awards are the best in the industry; not only is the event itself a fantastic evening but also, these Awards celebrate what all clients want..... commercially effective design. Member or not, short listed or not we should all be proud to be there."**

Trevor Flannery, Sales Director, Stocks Taylor Benson

## DBA Design Effectiveness Awards Ceremony

Thursday 24 November 2005  
at the London Trocadero

**Be there!**

## Tickets

£175 + vat each for DBA members  
£195 + vat each for non members

## Tables of ten

£1650 + vat for DBA members  
£1850 + vat for non members

**And guess what... tickets are inclusive of unlimited free drinks. The evening runs from 5.30pm until late.**

## To book email

[hannah.paterson@dba.org.uk](mailto:hannah.paterson@dba.org.uk)



## What DBA training did for me

"PP1 was really, really great. I loved it in fact! I think it has made me a better Junior Project Manager. I was hoping to receive training/guidance on a range of topics and my expectations were greatly exceeded. The lecturers were fantastic and I learnt so much – I have come back to work and been able to put into practice so much that I learnt over the 4 days (Liz Lydiate would be pleased to see my desk clear apart from the '3 file rule'). As someone new to both project management and design, the lectures on 'time management', 'the client perspective' and 'the design business and its commercial context' were invaluable. The lecturers were wonderful – special mention to Henry Lydiate who was so passionate and Jeremy Myerson for confirming my belief that 'design does matter'!

I feel that I have benefited greatly from the course and as a result I am more confident and productive at work!

All in all, PP1 was not only useful and enjoyable but real value for money. I can't wait for PP2!"

Mattie Lafferty, Junior Project Manager, The Workshop, Sheffield

Demand for the autumn courses is very high, so book now to add your staff to the long line of happy and more confident DBA training delegates. Visit [www.dba.org.uk](http://www.dba.org.uk) or call 020 7251 9229

## ...and me

"As a Director working successfully on client pitches and presentations over the last 15 years, I decided to invest in the one day course to evaluate my presentation skills and see if this was training our team should carry out.

As it turned out, I had wrongly presumed that experience, self-belief and great creative were the key ingredients for success. I was most impressed with the training provided and particularly the attention to the physical presentation itself.

A must – especially for those who think they don't need it!"

Matthew Button, Director, DS.Emotion, Leeds

## DBA training courses for your diary

Courses include:

### Presentation Skills

One-day workshop delivered by Shan Preddy

Level 2: Middle to senior level staff (workshops are limited to only 5 delegates)

15 September 2005	<b>SOLD OUT</b>	24 March 2006
11 October 2005		28 April 2006
12 October 2005		9 May 2006
4 November 2005		10 May 2006

### Professional Practice Stage One (PP1)

Available as a whole course or eight half-day workshops

Level 1: Junior staff within their first 3 years of employment

6 December	am	The design business and its commercial context	Jeremy Myerson
6 December	pm	The legal framework for design	Henry Lydiate
7 December	am	Communication skills – spoken	Shan Preddy
7 December	pm	The client perspective	Shan Preddy
8 December	am	An introduction to people management	Shan Preddy
8 December	pm	Communication skills – written	Liz Lydiate
9 December	am	Time management	Liz Lydiate
9 December	pm	Initiative and resources	Liz Lydiate

The course will also run from 19 to 22 June 2006.

### Professional Practice Stage Two (PP2)

Available as a whole course or ten half-day/evening workshops

Level 2: Middle to senior level staff

13 October	am	Negotiation skills	Shan Preddy
13 October	pm	Financial management in design consultancy	Mandy Merron
14 October	am	The marketing of design consultancy services	Liz Lydiate
14 October	pm	Effective project management	L Dallas-Conte
19 October	am	Design and the law	Henry Lydiate
19 October	pm	Human resources in design	Henry Lydiate
20 October	am	Terms of business: dealing with client + supplier	Barry Morris
20 October	pm	Design consultancy in the international market place	Laura Mazur
25 October	evening	Understanding management issues in design	J Woudhuysen
31 October	evening	Design as a business tool: the client perspective	Sue O'Neil

The course will also run on 03, 10, 11, 18, 19, 23 May 2006.

For full course details and to book visit [www.dba.org.uk](http://www.dba.org.uk)

## If you want to grow your business into a highly efficient operation, without losing any of your creative uniqueness, read on...

The DBA has been listening to its members, and has paired up with Viadynamics Innovation Consultants to deliver a pioneering new offer to meet their needs – design industry specific management consultancy for ambitious agencies that are looking to significantly enhance their business potential.

This programme is designed for you, particularly if you need help in the following areas:

- **Creating a new business offering or positioning**
- **Growing the business strategically and creatively**
- **Building a more secure client base**
- **Generating greater value from existing clients**
- **Improving business and leadership skills**
- **Or generally... getting excited about your business again!**

The programme is a journey that starts with strategy and ends with action. Part residential and partly based in the workplace, it is focused on applying leading edge thinking in real time, helping business leaders to identify and implement growth strategies and building know-how to add value to clients.

One of the unique benefits of this programme is that you go through the process with your senior team, those individuals who are most critical to the success of the business and are most likely to be working in business development, creative leadership, finance and operations roles.

Each year, the programme will recruit no more than 10 exceptional design businesses on the basis that they have the desire and potential to achieve great things. These businesses will then be organised into complementary pairs and each pair will go through the process at the same time, enabling the sharing of insights and experiences and building of best practice.

This programme is currently in development.

Register your interest by emailing [hannah.paterson@dba.org.uk](mailto:hannah.paterson@dba.org.uk)



# Join your trade association today.

**Call the DBA on 020 7251 9229  
Or email [membership@dba.org.uk](mailto:membership@dba.org.uk)**

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In accordance with the Data Protection Act, any information supplied to the DBA will only be used for membership and programme activities.

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