

# DBA membership at a glance

**How our tailored services can help save your business time and money**

Membership of the DBA gives you access to a wealth of quality services tailored specifically to your design consultancy's business needs and development. Free or generously discounted, they save you time, provide peace of mind and save you £1000s on equivalent commercial services.

## Exclusive member benefits

### **DBA Design Effectiveness Awards 50% DISCOUNT**

The DBA Design Effectiveness Awards are judged by key figures from client companies and are recognised internationally. Winning a DEA award demonstrates to existing and potential clients that your design expertise can strengthen their business performance

### **DBA professional development training courses 30% DISCOUNT**

Your business is only as good as your staff. Invest in them and you increase business efficiency and the ability to win and keep new business. Tailored workshops include presentation skills, negotiation skills, financial management and how to market a design consultancy effectively

### **Business briefing seminars**

Leading experts from the design industry give you the practical skills and knowledge you need to develop your business. Subjects include how to raise your profile; identifying & converting new business leads; retaining clients; and putting your business development plan into action

### **Networking events**

Opportunities to mix with and learn from your peers at events covering issues such as charge out rates, free pitching and intellectual property, as well as the opportunity to take parts in focus groups on the issues that are of key concern to this industry

### **Annual survey on charge out rates and salary levels**

Benchmark what you charge and pay against the leading UK design businesses

### **DBA Professional indemnity insurance scheme**

PI insurance tailored for design businesses, providing the necessary cover and peace of mind you need, at highly competitive rates. Low premiums too for office contents & directors cover

### **Exclusive use of the DBA member logo on websites, stationery & tenders**

Helping you stand out from the competition

### **Quarterly member publication – Insight.**

Your opportunity to communicate with design buyers

### **Dedicated page in the online DBA Members' Directory**

Enabling you to profile your business on the DBA website – accessed by design buyers in the UK and Worldwide

### **Discounts on affiliated subscriptions and memberships**

Including 10% off Design Week subs and 50% off the election fee when joining the IoD

### **The DBA Experts Register**

The DBA Experts Register is an exclusive online directory fast-tracking members to business consultants at the touch of a button. Accredited by the DBA, these specialists working within the design industry offer fee-based consultancy services ranging from HR and financial management to business development and marketing.

### **Downloadable legal templates and contracts**

Permanent and freelance staff contracts; confidentiality & IP agreements; and T&Cs. Professionally tailored to protect your design business

### **Legal healthcheck**

An audit of the key legal documents that shape and define the way your business runs. The DBA solicitors will review your terms of business and provide advice and peace of mind

### **Legal advice helpline**

The DBA solicitors are on hand to give concise, experienced advice when you need it most

### **Financial advice helpline**

Expert advice from the leading accountancy firm working within the creative sector

### **Business management helpline**

Unlimited expert advice on HR, tax and VAT, payroll, commercial law and other key issues

### **Tailored factsheets covering all aspects of business**

Informative guides on issues such as maternity leave, disciplinary procedures, intellectual property and debt collection

### **Tailored management guides for your clients**

Gives your clients guidance on how to manage the design process effectively

### **Mailings on business research**

Keep up to speed on new evidence of design's impact on business performance and new legislation affecting the industry

### **Tax Relief on DBA membership**

As part of your business expenses, DBA membership is seen to be a crucial tool and therefore subject to tax relief. So without actually having to do anything, you'll effectively be saving between 10% and 30% on the yearly membership fee.

If you want help to access these benefits, please contact our Membership Coordinator on 020 7251 9229 or email: [john.scarrott@dba.org.uk](mailto:john.scarrott@dba.org.uk)

# From the Mouths of DBA Members

"As one of the thousands of design companies that exist in the UK you are virtuously anonymous to the rest of the industry. Being a member of your trade association gives you recognition amongst your peers."

Simon Davies, Chairman, Dogstar

"Since joining the DBA last year, our membership has been very good for us and we hope that 2009 will be just as fruitful."

Anthony Anderton, Managing Director, Shoal Creative Ltd

"The DBA's help to articulate our stance on free pitching in terms that the client will understand has been fantastic - exactly what I needed."

Jennifer Conner, New Business Manager, Landor

"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!"

Ben Davies, Managing Director, Rodd Industrial Design

"I hate finances and I switch off every time an accountant starts talking, but the simplicity and ideas behind the DBA financial planning and management courses have changed the way we operate and monitor our pipeline and growth. The whole experience has changed my approach to the design business. It's a revelation to realise that you can get more creative control whilst making more money."

John Corcoran, Managing Director, Wire Design

"In difficult times, don't sit on the sidelines - react".

Borja Goyarrola, Nick Bell Design

"Open thinking and fresh perspectives after

a long day in the office."

Louis della Porta, Firsthand Design

"DBA should stand for Downright Brilliant Attitude"

James Bull, Moving Brand

"We're very proud of our ranking in the top three in the DBA Design Effectiveness Awards League Table. The Awards are the

global benchmark of commercial effectiveness and we enter not just for the sake of it, but because it gives our clients the proof of quantifiable results they need."

Jonathan Sands, Chairman, Elmwoo

"The DBA Business Helpline has become an invaluable tool; steering us through some tricky HR / legal issues and giving us reassurance that we are getting it right. Being able to talk to an expert in the field (free!) whilst wading through, and trying to understand, complex documents is a life saver."

Jenny Metcalfe, HR Manager, Clinic

"I am absolutely amazed at the savings we have made through the DBA insurance scheme - more than three times our total DBA membership fee! We now have a policy tailored exactly to our needs which is cheaper and provides peace of mind."

Sue Redgate, Finance Manager, Purple Circle

"Clear, simple and very valuable insight into an area where any knowledge is lacking."

Paul Dymond, Zeal Design

'Managing & Chasing Cash' event

"Loads of ideas, loads of energy- left me with lots to think about."

Daniel Barber, Standout Design

"Down to earth, practical advice for real design businesses."

Chloe Anstis, Thompson

'Sharpening Your Sales Skills' event

"Everything you need as a toolkit to survive

difficult times- whether a recession or simply everyday life"

Jane Chittenden, Format Design

# DBA Membership Application Form

Fax 020 7251 9221 or post to Design Business Association, 35-39 Old Street, London EC1V 9HX

Membership is available to businesses that earn more than 50% of their total income from providing design services. They must have been in business for at least one year and be able to supply three client references.

Please read the following important information before completing the application form

- Membership lasts for a minimum of one year with fees payable in advance.
- Membership fees are banded depending on company size.

1-10 employees	£1040.00 + vat (£1222)	50-75 employees	£3080.00 + vat (£3619)
11-20 employees	£1560.00 + vat (£1833)	76-100 employees	£4100.00 + vat (£4817.50)
21-50 employees	£2280.00 + vat (£2679)	101+ employees	£5200.00 + vat (£6110)

The DBA reserves the right to validate subscription bands at any time.
- Membership of the DBA is continuous and written notice of termination must be received at least one month before the yearly renewal date.
- In the event that membership is terminated previous to the yearly renewal date the member shall not be entitled to a refund or any part of the full year's membership fees, whether previously paid or outstanding.

## Applicant details

Main contact:

Telephone number:

Job title:

Fax Number:

Email address:

Website:

Company name:

Number of employees:

Principal trading address:

Please choose one of the following payment methods:

Cheque / BACS / Credit Card / quarterly Direct Debit (first payment to be paid by cheque or credit card)

We will contact you directly to arrange payment by your chosen method

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## Applicant declaration

1. I/We apply for membership of the Design Business Association & agree to the rules of membership as set out above.
2. My/Our principle business activity is the provision of design services
3. I/We understand that membership will be subject to the "Memorandum and Articles of the Association"
4. I/We agree to adhere to the Design Business Association Code of Conduct (available at [www.dba.org.uk](http://www.dba.org.uk))
5. I/We agree to pay the Design Business Association membership fees as set out above.
6. The information I have supplied is correct

Signature for and on behalf of the applicant:

Name (CAPITALS):

Company:

Date: