

Welcome to the DBA

Membership Benefits 2011

www.dba.org.uk

Please direct any queries
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Contents

Welcome to the DBA	3
DBA Mission & Vision	4
Membership benefits introduced	6
DBA Membership in detail	7/8
Current Member feedback	9
DBA Membership application form	10

Welcome to the DBA

Since its launch in 1986, the DBA has pioneered the case for effective design where results are measured and proven. Now, in its twenty-fifth year, it is the largest design trade association in the world, with over 380 member consultancies.

In business every investment is approached with caution and its value assessed on the measurable and tangible results it will produce. Design is no exception. Through a comprehensive range of services and events the DBA provides members and their clients with advice, guidance, training and information on all aspects of the design industry and design effectiveness. Our philosophy is to encourage the highest standards of professional practice and all members are committed to a unique code of conduct.

We don't mind admitting that no other country has the strength in depth offered by UK design businesses and our track record in exporting is second to none.

Over the last thirty years we've seen the design industry evolve and change beyond recognition. And for the last 25 years, since it first became recognised as a sector in its own right, the DBA, with the support of the industry, has been actively promoting design to a global audience.

It's our job to let the world know what UK design has to offer. And when we are reminded of what this is – through the entries in the Design Effectiveness Awards, for example – it thrills us to be part of such an exciting and forward-thinking industry.

Being the world's largest association for design businesses is as much a reflection of the quality and range of our services as it is of the size and strength of the design community we represent.

We will continue to strive for effective and professional business practice and to encourage greater understanding of the role of effective design through our unique range of services and events.

Our mission - at the heart of everything we do - is to recognise and communicate the contribution that effective design can make to the commercial success of client companies.

The DBA's Vision and Mission

Mission – why is the DBA on the planet?

The DBA exists to promote professional excellence through productive partnerships between commerce and the design industry.

Vision – if the mission is successful, how will the community we service/wider community be changed or affected?

The DBA champions effective design, which improves the quality of people's lives.

The DBA's Wheel of Action



Take a look at the DBA's 'Wheel of Action' which gives an overview of our key drivers. The Wheel aims to encapsulate the direction the DBA is taking.

At the heart of what we stand for is effective design.

We have three major drivers:

- o Bringing Business to Design
- o Bringing Design to Business
- o Bringing Design to Government

How will we deliver this? The outer wheel shows we have a number of sources to tap into, to learn from, to connect to and to service. Our membership – your business – is central to this.

Strategic thrusts of the DBA

o Bringing Business to Design

Our big focus is to build the performance and improve the prosperity of design agencies – of your business. This programme includes access to a range of tangible assets such as the annual salary survey and the business, financial and legal help lines offering free advice delivered by business experts with experience of the design industry. Alongside this members have access to a broader range of guides and advice across employment and tax areas.

A range of DBA professional development courses and workshops are available to inspire you and your teams and to deliver future benefits to your business.

o Bringing Design to Business

This is about demonstrating the benefit of effective design as an integral part of your client's business mix. The DBA Design Effectiveness Awards continue to drive the message and value of design to commerce. This involves a particular emphasis on the outward communication of the value of design to the press that your clients read. This is supported by information and programmes of activities that offer greater opportunities to educate and inspire your clients.

Why are we doing this? Because the better educated and informed your clients are the more they will respect, invest in and value design and the impact it can have on their business performance.

o Bringing Design to Government

Building our programme of activities in the public sector as well as on the international stage is important to many DBA members and to the industry as a whole. Currently the initiatives being developed on behalf of members include working with the Associate Parliamentary Group for Design and Innovation to develop a series of recommendations for Government regarding how they go about purchasing design services. Internationally, the DBA's involvement with The Bureau of European Design Associates will raise the profile of the UK design industry and lobby issues at a European level while bringing insights from our overseas counterparts.

The Benefits of DBA Membership

Everything the DBA offers is tailored to your design business whether it is training, events, business information or advice. It is written, produced and delivered by experts with a track record and appreciation of what matters and what works for designers and the design industry.

We focus our services on three areas of your business that matter most:

Performance

The DBA's driving aim is to build the performance and improve the prosperity of design consultancies - of your business. From tailored business advice to benchmarking, these tangible services give you a clear measure of how your consultancy is performing. The DBA acts as one of the prime intermediaries between design consultancies and business providing you with new and relevant contacts, while the professional credentials you gain as a member differentiate you from the crowd.

For more information log onto <http://www.dba.org.uk/membership/performance.asp>

People

The DBA offers a strong range of professional development programmes run by outstanding trainers. Everything is explicitly tailored for design consultancies to help you to get the best out of your team. The DBA can develop their skills to help you meet your business objectives and improve you earnings, productivity and profitability.

For more information log onto <http://www.dba.org.uk/membership/people.asp>

Profile

The DBA raises the profile of design and of its practitioners - our members. We develop the tools and knowledge that help clients acknowledge the value that your design adds. And when we do that, we add value to your business.

For more information log onto <http://www.dba.org.uk/membership/profile.asp>

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

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, Elmwood

"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 number of staff (total permanent UK based).

1-10 employees	£1040.00 + vat (£1248)	51-75 employees	£3080.00 + vat (£3696)
11-20 employees	£1560.00 + vat (£1872)	76-100 employees	£4100.00 + vat (£4920)
21-50 employees	£2280.00 + vat (£2736)	101+ employees	£5200.00 + vat (£6240)

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 circle your chosen payment method:

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

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)
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: