dba design business association

Professional Practice Stage One

DBA Training Courses 2010
The Design Business Association (DBA) is the trade association for the UK design industry. Our Professional Practice Stage One course will help junior staff to develop their efficiency, competency, accuracy and communications skills.

What is it?
Professional Practice Stage One is the leading professional skills training provision dedicated to people working in design. A four-day course consisting of eight half-day workshops covering a range of subjects vital for a sound base for ongoing career development in the design industry.

Who is it for?
Everyone working in design – all creatives, project and account managers, administration, finance, production and technical staff will find it directly relevant to their work. Delegates are either within their first three years of employment or are more experienced staff attending as an invaluable 'refresher' course.

What will I learn?
- Skills and insights into practices essential to your career
- New ways of approaching people and problems
- Practical advice, tips and techniques
- How to communicate more effectively with colleagues and clients

Course content
Communication skills: written
- Influence of writing standards on client confidence
- Techniques for improving spelling and grammar
- Preparation for business letters, memoranda, reports and proposals
- Style in writing
- Communication of ideas and concepts

Delivered by Liz Lydiate

An Introduction to people management
- Team management and leadership
- Effective delegation
- Motivation and persuasion skills
- How to set sustainable goals and standards
- Giving praise and reprimand to get results

Delivered by Shan Preddy in June and Henry Lydiate in November

Time management
- Maintaining quality and creativity under pressure
- Techniques for personal organisation
- Planning, prioritising and delegation
- Handling interruptions
- Extending good practice

Delivered by Liz Lydiate

Legal and business frameworks for design
- European and UK law, lawyers and legal systems, and how to use them
- How businesses are legally constituted and what this means
- Legal responsibilities of companies and individual professionals
- How to negotiate contracts for services, employment and suppliers

Delivered by Henry Lydiate

Initiative and resources
- Research principles and sources of information
- Understanding how the brain works
- Problem solving techniques for maintaining and extending creativity
- Generating ideas
- Achieving mental flexibility

Delivered by Liz Lydiate

The client relationship
- What design means to clients
- What they want from design consultancies
- Hierarchies, approvals and budgets: what you should know
- Client satisfaction, retention; clients as ambassadors
- Proactive client development: the most effective marketing tool

Delivered by Shan Preddy

Presentation Skills – an introduction
- How to get the response you want from your presentation
- An effective framework for planning and preparation
- Tips and techniques for successful delivery
- Guidelines on rapport building and monitoring feedback
- Overcoming nerves

Delivered by Shan Preddy

The design business and its commercial context
- Historical development and definition of design
- Size, growth and economic contribution of design
- How design businesses operate and make money
- What clients expect from design
- Matching creative and commercial agendas

Delivered by Jeremy Myerson in June and Michael Thomson in November

Grow

DBA Training Booking Form 2010

PP1 Summer, London
Cost per Module – DBA Members: £180 + vat (£211.50), non-members: £250 + vat (£293.75)
Full course – DBA members: £850 + vat (£998.75), non-members: £1300 + vat (£1527.50)

				Places	Cost ex vat
07 June 2010	9.00am –12.30pm	Written Communication Skills	Liz Lydiate		
07 June 2010	1.30pm – 5.00pm	Time Management	Liz Lydiate		
08 June 2010	9.00am – 12.30pm	Initiative and Resources	Liz Lydiate		
08 June 2010	1.30pm – 5.00pm	The Design Business and its Commercial Context	Jeremy Myerson		
09 June 2010	9.00am – 12.30pm	Legal & Business Frameworks for Design	Henry Lydiate		
09 June 2010	1.30pm – 5.00pm	An Introduction to People Management	Henry Lydiate		
10 June 2010	9.00am – 12.30pm	Presentation Skills – An Introduction	Shan Preddy		
10 June 2010	1.30pm – 5.00pm	The Client Relationship	Shan Preddy		

PP1 Autumn, London
Cost per Module – DBA Members: £180 + vat (£211.50), non-members: £250 + vat (£293.75)
Full course – DBA members: £850 + vat (£998.75), non-members: £1300 + vat (£1527.50)

				Places	Cost ex vat
01 November 2010	9.00am – 12.30pm	Written Communication Skills	Liz Lydiate		
01 November 2010	1.30pm – 5.00pm	Time Management	Liz Lydiate		
02 November 2010	9.00am – 12.30pm	Initiative and Resources	Liz Lydiate		
02 November 2010	1.30pm – 5.00pm	The Design Business and its Commercial Context	Michael Thomson		
03 November 2010	9.00am – 12.30pm	Legal & Business Frameworks for Design	Henry Lydiate		
03 November 2010	1.30pm – 5.00pm	An Introduction to People Management	Henry Lydiate		
04 November 2010	9.00am –12.30pm	The Client Relationship	Shan Preddy		
04 November 2010	1.30pm – 5.00pm	Presentation Skills – An Introduction	Shan Preddy		
			Total		**£**

Upon processing, you will receive confirmation of your booking and a receipted invoice. Once a booking has been accepted, refunds cannot be made and sessions cannot be transferred although we are happy to substitute delegates.

*By completing and returning this booking form I agree to abide by the DBA's Events & Training Courses Terms and Conditions available to download at www.dba.org.uk/termsandconditions

Name of person making booking: Booker's signature*

Company:

Address:

Contact email: Telephone:

Delegate 1: Name Job title

Email

Delegate 2: Name Job title

Email

Delegate 3: Name Job title

Email

Delegate 4: Name Job title

Email

Delegate 5: Name Job title

Email

Payment

I wish to pay by cheque £_____ made payable to Design Business Association

I wish to pay by card £ _____ and authorise the DBA to charge this amount (complete details below)

Mastercard / Solo / Visa / Electron / Switch / Delta / (delete as appropriate) Note: We do not accept Amex.

Card holder's name:

Billing address (if different to company address):

Card number: Security number:

Expiry date: Issue no / Start date:

Card holder's signature:

Please post, fax or email your booking to:
Kerrie McGahan,
DBA,
35 – 39 Old Street,
London EC1V 9HX
Email: kerry.mcgahan@dba.org.uk
Fax: 020 7251 9221
Any questions?
Call 020 7251 9229