

DBA Training Courses 2009

In 2009, the DBA is again running a number of courses covering all aspects of a design business. From presentation skills through to legal frameworks, our courses provide great insight and guidance into best practice within a design consultancy. All our tutors are experts in the design industry and the courses are tailored specifically for design professionals. This results in highly practical, relevant sessions which consistently receive excellent feedback from all who attend. The DBA are also able to provide in-house solutions to suit your requirements. Call us to discuss the options available to you.

Professional Practice Stage One

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, report and proposals
- Style in writing
- Communication of ideas and concepts

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

Communication skills: spoken

- 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.

Time management

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

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

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

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

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

Sign Up! The courses are located in central London. To choose your preferred date see the 2009 booking form attached.

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... 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

DBA Training Booking Form 2009

If you have any questions, please contact Emily on 020 7251 9229 or emily.tuczinski@dba.org.uk for more information.

Professional Practice Stage One - Summer, London

Cost per module – DBA members: £180+vat (£207.00), non-members: £250+vat (£287.50)

Full course – DBA members: £850+vat (£977.50), non-members: £1300+vat (£1495.00)

				Places	Cost ex vat
22 June 2009	9.00am -12.30pm	Written Communication Skills	Liz Lydiate		
22 June 2009	1.30pm – 5.00pm	Time Management	Liz Lydiate		
23 June 2009	9.00am – 12.30pm	Initiative and Resources	Liz Lydiate		
23 June 2009	1.30pm – 5.00pm	The Design Business and its Commercial context	Jeremy Myerson		
24 June 2009	9.00am – 12.30pm	An Introduction to People Management	Shan Preddy		
24 June 2009	1.30pm – 5.00pm	Legal & Business Frameworks for Design	Henry Lydiate		
25 June 2009	9.00 am– 12.30pm	The Client Relationship	Shan Preddy		
25 June 2009	1.30pm – 5.00pm	Presentation Skills - An Introduction	Shan Preddy		

Professional Practice Stage One – Autumn, London

Cost per module – DBA members: £180+vat (£207.00), non-members: £250+vat (£287.50)

Full course – DBA members: £850+vat (£977.50), non-members: £1300+vat (£1495.00)

23 November 2009	9.00am – 12.30pm	Written Communication Skills	Liz Lydiate		
23 November 2009	1.30pm –5.00pm	Time Management	Liz Lydiate		
24 November 2009	9.00am – 12.30pm	Initiative and Resources	Liz Lydiate		
24 November 2009	1.30pm – 5.00pm	The Design Business and its Commercial context	Michael Thomson		
25 November 2009	9.00am – 12.30pm	Legal & Business Frameworks for Design	Henry Lydiate		
25 November 2009	1.30pm – 5.00pm	An Introduction to People Management	Henry Lydiate		
26 November 2009	9.00am –12.30pm	The Client Relationship	Shan Preddy		
26 November 2009	1.30pm – 5.00pm	Presentation Skills - An Introduction	Shan Preddy		

Total		£
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DBA Training Booking Form 2009

If you have any questions, please contact Emily on 020 7251 9229 or emily.tuczinski@dba.org.uk for more information.

Name of person making booking: _____

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: _____

Payment

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

I wish to pay by cheque £_____ made payable to Design Business Association
 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 (last three numbers on the signature strip): _____

Expiry Date: _____ Issue No / Start Date: _____

Card Holders signature: _____

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 this form you agree to the DBA's attached full Terms & Conditions of booking.
 Please post, fax or email your booking to:**

Emily Tuczinski

Email: emily.tuczinski@dba.org.uk

Fax: 020 7251 9221

DBA Events and Training Courses Terms and Conditions

Definitions

'DBA' means the Design Business Association.

'Delegate' means any individual, firm or company, which makes the booking with the DBA.

'Event' means the relevant DBA training course or DBA event that the delegate is booking.

1. Allocation

Event places for Delegates are allocated on a first-come first-served basis.

2. Booking

2.1 Places can only be confirmed when the DBA receives a completed booking form along with full payment of the Event fee. Once payment has been received a confirmation of booking will be issued.

2.2 The DBA reserves the right to reject a booking application at its complete discretion.

2.3 Prices may be subject to change at any time prior to confirmation of booking.

2.4 A contract will be formed upon the acceptance by the DBA of a booking form.

3 Payment

3.1 Payment is only accepted by credit/debit card or cheque [made payable to 'Design Business Association'] and must be received in full in advance of the Event date.

3.2 Once a booking has been confirmed, the DBA are unable to provide refunds in any circumstances save where the Event is cancelled in which case either a full refund will be made or the booking will be transferred to an alternative Event.

3.3 If an Event is rescheduled by the DBA and a Delegate is unable to attend then the booking may be transferred to an alternative Event of equal value.

4. Substitutions

4.1 Should a Delegate be unable to attend the Event, a colleague can be sent in his place. If the delegate or colleague do not attend for any reason then a copy of all notes and papers handed out at the Event will be sent to the delegate. The course fee in non-refundable in any circumstances.

4.2 The DBA reserves the right to reschedule postpone cancel modify or change any aspect or part of the Event and will endeavour to inform all delegates as soon as is practicable should this be necessary. If a speaker booked for an Event is unable to attend for any reason then the DBA reserves the right to arrange for another speaker who in the opinion of the DBA has the relevant experience.

5. Responsibility

The Delegate accepts full responsibility for the behaviour and conduct of all those present from the Delegate's party.

6. Liability

6.1 The DBA will not be responsible for loss or damage to personal property by theft or otherwise during the Event.

6.2 The DBA shall not be liable for any loss, damage, injury or expense incurred or suffered by a Delegate through attendance at the Event and which is due to circumstances outside the control of the DBA.

6.3 Nothing shall exclude or limit the liability of the DBA for death or personal injury arising as a result of its negligence.

6.4 The sole responsibility of the DBA is to ensure that an Event is conducted by person(s) with the relevant experience and the DBA accepts no responsibility or liability for the content of an Event (including all papers and materials that may be distributed to Delegates). Any opinions expressed at an Event by the speaker are those of the speaker and not the DBA.

6.5 To the extent permitted by law the liability of the DBA and tutor/speaker in respect of any claims arising out of the Event shall be limited to the amount of fee paid by the Delegate to attend the Event.