

DBA Training Courses 2010

The Design Business Association (DBA) is the trade association for the UK design industry. Our Professional Practice Stage Two course is for middle to senior management focusing on the areas that can make a real difference to the bottom line of your business.

What is it?

Ten half-day modules available as a complete course or as individual modules, allowing you to choose the subjects you wish to cover. Modules offer a valuable opportunity to take a longer, more reflective view of design practice and the role of management within the design industry.

Who is it for?

Everyone at middle to senior level working in design – from designers, project and account managers to strategists, administrators, marketing managers and directors.

What will I learn?

- Advanced negotiation skills
- The essentials of sound project management
- Practical guidance on maintaining client and supplier relationships
- A clear understanding of client activity, attitude and perceptions
- Good financial sense and insight

Course content

Terms of business: dealing with clients and suppliers

- Rationale and practical guidance for the all important client relationship
- The need for both general and project specific terms and conditions of business
- Practical guidance on preparing quotations for clients
- Working with subcontractors and suppliers
- Getting paid

Delivered by Barry Morris

Design consultancy in the international marketplace

- Setting the scene: the evolution of marketing
- Trends affecting marketing: globalization, economic pressures, political change, demographic changes, growth, environmental and ethical concerns, channels of communication marketing such as globalisation and technology
- Issues and implications of cross-border branding
- Design as a strategic marketing concern
- Implications and opportunities for the design business

Delivered by Jane Bainbridge

Effective project management

- Coaching on project management skills
- Ground rules for project planning
- Writing a successful comprehensive brief
- Time and cost control techniques

- How to make the most of project management systems and software

Delivered by Lorna Dallas-Conte

The marketing of design consultancy

- Relating general marketing principles to design practice
- Reviewing and understanding market positioning
- Building a framework for marketing activity
- Researching and converting new markets
- The marketing-aware organisation

Delivered by Liz Lydiate

Negotiation skills

- Outcomes and objectives: the difference
- Sources of power and control
- Setting goals and parameters
- Strategies and dirty tricks
- Planning the encounter for best results

Delivered by Shan Preddy

Human resources in design

- Organisational structures
- Management styles
- Recruitment and development
- Team building and working
- Performance review and appraisal

Delivered by Henry Lydiate

Design and the law

- Copyright, design right, moral rights and design registration
- Patents, passing off, confidentiality and trade
- Dealing with clients' intellectual property requirements
- How to commission freelance professional services and deal with intellectual property matters
- Good practice for avoiding problems and how to work with legal advisers

Delivered by Henry Lydiate

Design from the client perspective

- What clients expect from credentials and creative presentations
- How to build a successful client relationship
- Avoid confusion – understanding the difference between brand identity and design

Delivered by Jan Casey

Understanding management issues in design

- What to read and what to believe in management theory
- Management developments in the client sector
- Applying management principles to design
- Key issues in business development
- The impact of IT

Delivered by James Woudhuysen

Financial management in design consultancy

- Using financial reports as helpful management tools
- Budgeting
- Managing profits
- Managing cash

Delivered by Mandy Merron

Refresh

DBA Training Booking Form 2010

PP2 Spring, London

Cost per Module – DBA Members: £180 + vat (£211.50), non-members: £250 + vat (£293.75)

Full course – DBA members: £1100 + vat (£1,292.50), non-members: £1650 + vat (£1938.75)

				Places	Cost ex vat
05 May 2010	9.00am – 12.30pm	Design and the Law	Henry Lydiate		
05 May 2010	1.30pm – 5.00pm	Human Resources in Design	Henry Lydiate		
06 May 2010	9.00am – 12.30pm	Effective Project Management	Lorna Dallas-Conte		
06 May 2010	1.30pm – 5.00pm	Design from the Client Perspective	Jan Casey		
11 May 2010	9.00am – 12.30pm	The Marketing of Design Consultancy	Liz Lydiate		
11 May 2010	1.30pm – 5.00pm	Financial Management in Design Consultancy	Mandy Merron		
12 May 2010	9.00am – 12.30pm	Terms of Business: Dealing with Client & Supplier	Barry Morris		
12 May 2010	1.30pm – 5.00pm	Negotiation Skills	Shan Preddy		
18 May 2010	9.00am – 12.30pm	Design Consultancy in the International Marketplace	Jane Bainbridge		
18 May 2010	1.30pm – 5.00pm	Understanding Management Issues in Design	James Woudhuysen		

PP2 Autumn, London

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				Places	Cost ex vat
05 October 2010	9.00am – 12.30pm	Terms of Business: Dealing with Clients and Suppliers	Barry Morris		
05 October 2010	1.30 pm – 5.00pm	Design from the Client Perspective	Jan Casey		
06 October 2010	9.00am – 12.30pm	Effective Project Management	Lorna Dallas-Conte		
06 October 2010	1.30pm – 5.00pm	Negotiation Skills	Shan Preddy		
12 October 2010	9.00am – 12.30pm	The Marketing of Design Consultancy	Liz Lydiate		
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13 October 2010	9.00am – 12.30pm	Design and the Law	Henry Lydiate		
13 October 2010	1.30pm – 5.00pm	Human Resources in Design	Henry Lydiate		
19 October 2010	9.00am – 12.30pm	Design Consultancy in the International Marketplace	Jane Bainbridge		
19 October 2010	1.30pm – 5.00pm	Understanding Management Issues in Design	James Woudhuysen		

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: kerrie.mcgahan@dba.org.uk

dba.org.uk

Fax: 020 7251 9221

Any questions?

Call 020 7251 9229