

# 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 Two

### 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

#### 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-boarder branding
- Design as a strategic marketing concern

- Implications and opportunities for the design business

#### 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

#### 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

### **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

### **Human resources in design**

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

### **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

### **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

### **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

### **Financial management in design consultancy**

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

## **What DBA training did for me**

“I guess at Wire, we are like most other small design companies, we loved designing and did what we had to on the business side to keep us in beer. I looked at the DBA courses but immediately acted like a tight designer and convinced myself that I pretty much knew what I was doing. It wasn't until I'd had another day of grief with a client who didn't understand what we were doing and didn't want to pay us much money that I decided to give it a go.

It's hard to say where I benefited most. I reckon that I took about two new memorable and practical things from just about every course. I'd won lots of pitches and done loads of presentations over seven years and was really sceptical about the presentation skills course. I didn't want to learn slick presentation tricks and be turned into a big agency smarm-ball. I was shocked to learn that you could keep your integrity but present so that clients completely understood you and your ideas. In the next month, we went through three, big, difficult pitches and walked away with all of them. It's massively helped with presenting initial ideas too once the projects started. I'll have to accept what the trainer said 'good presenters are made and not born.'

I hate finances and I switch off every time an accountant starts talking but the simplicity and ideas behind the 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. We've now agreed a direction for the company and we'll be expanding into other areas and a new studio in the next year and all without financial risk. We're even about to do our first ever marketing campaign.”

**John Corcoran, Director, Wire Design**

# DBA Training Booking Form 2009

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

## Professional Practice Stage Two – Spring, London

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

**Full course – DBA members: £1100+vat (£1,265.00), non-members: £1650+vat (£1897.50)**

				Places	Cost ex vat
06 May 2009	9.00am -12.30pm	Design and the Law	Henry Lydiate		
06 May 2009	1.30pm – 5.00pm	Human Resources in Design	Henry Lydiate		
07 May 2009	9.00am – 12.30pm	Negotiation Skills	Shan Preddy		
07 May 2009	1.30pm – 5.00pm	Effective Project Management	Lorna Dallas-Conte		
18 May 2009	9.00am –12.30pm	The Marketing of Design Consultancy	Liz Lydiate		
18 May 2009	1.30pm – 5.00pm	Financial Management in Design Consultancy	Mandy Merron		
19 May 2009	9.00am – 12.30pm	Terms of Business: Dealing with Client & Supplier	Barry Morris		
19 May 2009	1.30pm – 5.00pm	Design from the Client Perspective	Jan Casey		
02 June 2009	9.00am –12.30pm	Design Consultancy in the International Marketplace	Jane Bainbridge		
02 June 2009	1.30pm – 5.00pm	Understanding Management Issues in Design	James Woudhuysen		

## Professional Practice Stage Two – Autumn, London

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

**Full course – DBA members: £1100+vat (£1,265.00), non-members: £1650+vat (£1897.50)**

13 October 2009	9.00am – 12.30pm	Effective Project Management	Lorna Dallas-Conte		
13 October 2009	1.30 pm – 5.00pm	Financial Management in Design Consultancy	Mandy Merron		
15 October 2009	9.00am – 12.30pm	Design and the Law	Henry Lydiate		
15 October 2009	1.30pm – 5.00pm	Human Resources in Design	Henry Lydiate		
27 October 2009	9.00am – 12.30pm	Terms of Business: Dealing with Client and Supplier	Barry Morris		
27 October 2009	1.30pm – 5.00pm	Design from the Client Perspective	Jan Casey		
03 November 2009	9.00am –12.30pm	Design Consultancy in the International Marketplace	Jane Bainbridge		
03 November 2009	1.30pm – 5.00pm	Understanding Management Issues in Design	James Woudhuysen		
04 November 2009	9.00am – 12.30pm	Negotiation Skills	Shan Preddy		
04 November 2009	1.30pm – 5.00pm	The Marketing of Design Consultancy	Liz Lydiate		

<b>Total</b>		<b>£</b>
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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](mailto: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](mailto: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 is 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.