

DBA Training Courses 2011

The Design Business Association (DBA) is the trade association for the UK design industry. Our Professional Practice Level 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

The ins and outs of contracts

Understanding terms of business

- 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 in the world

Your world 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

Steps to success

Managing projects more efficiently

- 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

Marketing for business

A framework for effective marketing

- 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

Negotiate: get what you really want

Developing 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

Manage your people better

Human resources in design

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

Delivered by Henry Lydiate

The law never sleeps

Understanding how the law affects design

- 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

What does the client want?

Seeing design from the client's 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

Taking the higher ground

Developing your approach to 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

Money matters

Improving everyday financial management

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

Delivered by Mandy Merron

Refresh

DBA Training Booking Form 2011

PP Level 1 Autumn 2011, London

Half day workshop – DBA Members: £180+vat (£216), non-members: £250+vat (£300)

Training package (all 8 workshops) – DBA Members: £850+vat (£1020), non-members £1300+vat (£1560)

			Speaker	Places	Cost ex vat
Mon 7 Nov 2011	9.00am – 12.30pm	How to communicate in writing	Liz Lydiate		
Mon 7 Nov 2011	1.30pm – 5.00pm	Spend your time better <i>Improving your time management skills</i>	Liz Lydiate		
Tues 8 Nov 2011	9.00am – 12.30pm	Here's an idea <i>Solving problems through initiative, information and ideas</i>	Liz Lydiate		
Tues 8 Nov 2011	1.30pm – 5.00pm	Design is a business <i>The commercial context for design</i>	Michael Thomson		
Wed 9 Nov 2011	9.00am – 12.30pm	Business, the law and you <i>The legal and commercial framework for design</i>	Henry Lydiate		
Wed 9 Nov 2011	1.30pm – 5.00pm	People count <i>Starting to manage people</i>	Henry Lydiate		
Thurs 10 Nov 2011	9.00am – 12.30pm	Keep your clients; grow your business <i>Managing client relationships</i>	Shan Preddy		
Thurs 10 Nov 2011	1.30pm – 5.00pm	Presentations: An Introduction	Shan Preddy		

PP Level 2 Autumn 2011, London

Half day workshop – DBA Members: £180+vat (£216), non-members: £250+vat (£300)

Training package (all ten workshops) – DBA Members: £1100+vat (£1320), non-members £1650+vat (£1980)

			Speaker	Places	Cost ex vat
Wed 5 Oct 2011	9.00am – 12.30pm	Steps to success <i>Managing projects more efficiently</i>	Lorna Dallas-Conte		
Wed 5 Oct 2011	1.30pm – 5.00pm	Negotiate: get what you really want <i>Developing negotiation skills</i>	Shan Preddy		
Tues 11 Oct 2011	9.00am – 12.30pm	The ins and outs of contracts <i>Understanding terms of business</i>	Barry Morris		
Tues 11 Oct 2011	1.30pm – 5.00pm	What does the client want? <i>Seeing design from the client's perspective</i>	Jan Casey		
Wed 12 Oct 2011	9.00am – 12.30pm	Marketing for business <i>A framework for effective marketing</i>	Liz Lydiate		
Wed 12 Oct 2011	1.30pm – 5.00pm	Money matters <i>Improving everyday financial management</i>	Mandy Merron		
Mon 17 Oct 2011	9.00am – 12.30pm	The law never sleeps <i>Understanding how the law affects design</i>	Henry Lydiate		
Mon 17 Oct 2011	1.30pm – 5.00pm	Manage your people better <i>Human resources in design</i>	Henry Lydiate		
Tues 18 Oct 2011	9.00am – 12.30pm	Design in the world <i>Your role in the international marketplace</i>	Jane Bainbridge		
Tues 18 Oct 2011	1.30pm – 5.00pm	Taking the higher ground <i>Developing your approach to management issues in design</i>	James Woudhuysen		

Total £

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	

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

Please post, fax or email

your booking to:

Georgina Hallahan,
DBA,
35 – 39 Old Street,
London EC1V 9HX

Email:

bookings@dba.org.uk

Fax: 020 7251 9221

Any questions?

Call 020 7251 9229

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: _____