Design Business Association
www.dba.org.uk

Design Effectiveness 365 Agenda

Tuesday 16 May
13:15 – 17:30
Museum of London
#dbaDEA

13.15	**Registration and refreshments**	
13.30	**The importance of unlocking effectiveness** Working in a way that realises effectiveness 365 days a year is imperative for everyone working in design. Deborah Dawton, Chief Executive of the DBA, will outline the value of measuring the impact of your work, and how this event will help you collaborate to unlock effectiveness. Drawing on insight from the DBA Design Effectiveness Awards, she'll outline why working effectively will help you prove that design is an investment, not a cost. **Speaker:** **Deborah Dawton,** Chief Executive, DBA	
14:00	**Grand Prix showcase: how design can transform business** The 2017 Grand Prix winning case study on how their collaboration enabled the design agency to dig deeper into the real potential for their client, and how they worked together to turn Polyseam from a manufacturer of products into a brand house. **Speakers:** **Olando Salina,** Marketing Manager, Polyseam **Lesley Gulliver,** Managing Director, The Engine Room	
14.30	**Rebrand and package redesign** **Harrogate Spring Water** Harrogate Water Brands and Thompson Brand Partners **Nick Ramshaw,** Managing Director, Thompson Brand Partners	**Industrial design of a DIY computer kit** **Kano Computer Kit** Kano and Map Project Office **Scott Barwick**, Associate, Map Project Office **Bruno Schillinger**, Designer, Kano
15.15	**Refreshment break**	
15.35	**Rebrand of an architectural practice** **Purcell** Kimpton Creative and Purcell **David Kimpton**, Founder and Creative Director, Kimpton Creative	**Multi-channel design for a charity** **The Story Shop** The Yard Creative and World Vision UK **Steve James-Royle**, Founder, The Yard Creative
16.15	**Strategic rebrand of a logistics company** **Further and Faster than the Competition** The Allotment and White Logistics **Paul Middlebrook**, Managing Director, The Allotment	**Design for a start-up business** To be confirmed
17.00	**Experts panel** Get the inside track on how to make a compelling case for design effectiveness from our panel of experts and judges from the DBA Design Effectiveness Awards. **Panel chair: Deborah Dawton,** Chief Executive, DBA **Panellists:** **Paul Edwards,** Head of Architecture & Industrial Design, Airbus **Lee Sankey**, Founder, Door & former judge for the DBA Design Effectiveness Awards **Annabel Venner,** Global Brand Director, Hiscox	
17.30	**Close** Please join us to continue the conversation and join us for drinks at The London Wall Bar and Kitchen located upstairs from the seminar space.	

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