

# DBA Design Leadership Group Application Form

**Available to businesses whose activities involve the provision, purchase or management of design services.**

**Please read the following important information before completing the application form:**

- Inclusion in the DBA Design Leadership Group is for an initial one-year period from the date of application, followed by annual renewals from the anniversary of application.
- Fees for the annual period are £6000 +vat and payable within 30 days of invoice.
- The DBA reserves the right to change fees at any time, giving members one month's notice. Changes will only come into effect at the time of renewal.
- Involvement of the DBA is continuous. At the time of renewal, we will assume your support will continue the following year unless we receive written notice of your wish to cancel your support at least one month before the end of a full term. We will write to you two months before the end of your term to remind you of this and make sure this is understood.

## Details

Company name:	Telephone number:
Nature of business:	Website:
General email address:	Twitter:
HQ address:	

## Payment Details

Invoice contact name:		<b>Or pay by credit card:</b>		
Invoice contact job title:	Invoice email address:	Card number:		
Invoice address (if different to above):		Name on card:		
Purchase order number (if applicable):	Telephone number:	Card type (except for AmEx):	Expiry date:	Security code: <i>We will call you for this</i>

## Applicant declaration

1. I/We agree to support the Design Business Association & agree to the rules as set out above.
2. I/We understand that the Design Leadership Group sets its own agenda within the DBA.
3. I/We understand the terms of renewal and cancellation of support.
4. I/We agree to adhere to the Design Business Association Code of Conduct (available at [www.dba.org.uk](http://www.dba.org.uk)).
5. I/We agree to support the Design Business Association financially as set out above.
6. The information supplied here is correct.

## Signature for and on behalf of the applicant:

(Must be senior member of staff)

Name:
Position:
Email Address:
Signature:
Date:

# Design Leaders Network

## What is it?

A priority initiative by the DBA, for those who believe that design can help shape and deliver corporate ambition, for those who believe that design authority is the key to that success and for those that want to advocate for that change in the next 5 years.

## Who is involved?

A global network for those who lead design in-house at or very close to board-level decision-makers and the leaders of the agencies that work with them.

## Why join?

- To be a part of a unique community that brings together businesses and consultancies who share a set of values and beliefs, namely that design is an investment; that that investment should deliver a return and to achieve this, grow the market of design leaders within our industry capable of influencing and delivering at this level.
- To gain brand alignment with the DBA, the voice for the design industry, the global authority on design effectiveness and the driver of industry best practice.
- To align with the DBAs vision to build universal confidence in design investment and amplify design effectiveness.
- To grow your influence and contribute to the influence of the sector as a whole in the global context.
- To network, share best practice and learn from peers.
- To gain access to best practice guides and tools.
- To continue to develop your own capability and realise the potential of those you have responsibility for.
- To gain access to an annual schedule of events that develop thought leadership.
- To shape the long-term development of the DBA to respond to industry challenges.
- To influence the development of the initiative to bring further benefits to the sector as a whole.

## Just some of the tangible benefits:

- **Join a united industry voice**  
Get involved as we collaborate with a range of international organisations, associations and government bodies, facilitating change and ensuring design's voice is heard in areas of importance to the industry.
- **Put effective design at the heart of what you do**  
Help to position design as an investment and not a cost, as you talk about design effectiveness alongside creativity. Our guides, case studies, webinars and events help you to build effectiveness into your every-day processes. Members also benefit from a 50% discount on the DBA Design Effectiveness Awards entry fee and you may be asked to judge the awards.
- **Get yourself and your team ready to grow your influence and your business**  
We have over 30 years of experience delivering some of the most highly regarded, relevant and competitively priced training and mentoring courses for the design industry...and DBA members get highly subsidised rates to attend making them affordable and accessible. Need something bespoke? Call us and we'll develop it.

For more of the tangible benefits, consult our website.