Designplus

Brand Strategy Workshops

A Brunel and WestFocus initiative at the Museum of Brands, Packaging and Advertising

Brunel University and Designplus are pleased to offer a series of three one-day courses aimed at giving professionals involved in marketing, branding and design a cutting-edge advantage over their competitors.

The Challenge

Among the key challenges most companies and managers now face, core decisions must maintain competitiveness and market relevance in an economical context of budget cuts, staffing pressures, faster and better competition, demanding/informed (and saturated) consumers, and bankruptcies, to name but a few.

Brand defines every aspect of business management today:

- The organisation: what does it do?
- The people: who does it, who is it done for?
- The process: how is it done?
- Brands have become a core asset in building value for organisations.

Design Management, from Brunel's perspective, is a subject at the forefront of tectonic shifts in the nature and role of design's contribution to economies, businesses, and brands' new challenges.

Business rules have changed, competition means capturing mind space not shelf space, to anticipate and not follow, and use imagination not logic.

This series of Designplus Brand Strategy Workshops explores the link between design-based solutions and successful brands.

The Objectives

This short, sharp programme aims to sharpen your understanding of innovative skills and methods to respond to our new tech, fast changing, unpredictable and less tangible marketplace by discovering how design can improve your strategies to:

- get your product/brand chosen
- be one step ahead of your competitors
- make profit through building brand value
- retain credibility, trust and meaning.

Who Should Attend

Middle management professionals, marketeers, creative directors, design managers, brand champions, advertising and promotion executives and PR and media related personnel, who are aiming to improve their skills, update knowledge, learn about competitors' best practice, and equip themselves and their organisations with innovative, strategic thinking.

Those involved in the delivery of design and brand-related projects including new product development, service design, communications programmes, campaigns and brand re-launches will find these courses especially useful.

The Format

This three-part, flexible programme, designed to meet your brand strategy and design management needs, has been built on the successful formula developed for the hugely popular international Design & Brand Strategy Masters courses at Brunel University.

The programme is designed and delivered by three of the Brunel courses' principal architects, enabling their material to be available on a commercial basis for the first time.

We build in time at the end of each day to discuss your current issues and identify potential solutions for your specific commercial and business needs.

Choices

Three workshops, all designed to deliver in their own right or to complement each other as a pair or a series of three. You can either benefit from all three days (and enjoy a discount) or elect to take part in just one or two, depending on your specific business needs.

Accreditation and CPD

cpd 5 hours
Chartered CPD Programme
The Chartered Institute of Marketing

CHARTERED SOCIETY OF DESIGNERS

This continuing professional development (CPD) course is accredited with:

The Chartered Institute of Marketing (CIM): 5 CPD hours per Workshop.

The British Interior Design Association (BIDA): 8 CPD points per Workshop.

The Chartered Society of Designers: 5 CPD hours per Workshop.

Designplus

Brand Strategy Workshops

A Brunel and WestFocus initiative

Workshop 1: Contemporary and Emerging Issues in Branding

This workshop will identify emergent trends and explore the world of e-commerce, including online communication and social networking. What are the current issues? What challenges does your business face today? How do we adapt to the rapid development of the Internet, global vs local market need, cross-cultural issues, corporate (social) responsibility and climate change?

Workshop 2: Designing and Delivering Effective Brand Experience

Focusing on defining and delivering the total brand experience. We explore the holistic approach to brands and examine sensory branding, emotional branding, spiritual branding and experience design. We will use case studies and examples to identify current winners and losers, and describe a number of tools, techniques and models that can be used to make the core concepts come to life.

Workshop 3: BrandLab: Consultation Workshop for Practical Design Solutions

This bespoke session aims to deal with your specific needs in depth. It encourages and develops a creative thinking approach and will give you an opportunity to apply design-led thinking using a range of proven tools and techniques. This day is designed to help you identify how to use design and brand strategy to help deliver commercial success and enhance business performance.

Course Leaders

Busayawan Ariyatum PhD MSc BA is a university lecturer on the Masters courses in Design Strategy and Innovation and Design & Branding Strategy at Brunel University. She has worked on a wide range of research projects including new product development process, Rapid Prototyping (RP) and Rapid Tooling (RT).

Ray Holland PhD MSc ACIS directs the Masters Design Strategy programmes at Brunel University; multi-disciplinary design management courses attracting students from all over the world. He is one of the pioneers of design management education in the UK and assists many overseas universities to develop Masters and PhD programmes in design and branding. His research work reflects the conviction that design can find its direction through systems thinking and analysis of human/cultural issues.

Chris Holt Having started his working life as a designer specializing in visual communications, Chris has spent most of his career in design management, working as design director for a number of international corporations including the P&O Group, Sea Containers and British Airways. After two years as a corporate brand consultant with Springpoint, Chris has been an independent consultant since 2002, advising clients on design management and spending much of his time in Higher Education at Brunel and other universities.

Further Details

Dates:
Workshop 1: Thurs 22 April 2010
Workshop 2: Thurs 20 May 2010
Workshop 3: Date to be confirmed

Venue: Museum of Brands, Notting Hill, W11 2AR

For directions see *www.museumofbrands.com/visitus.html*

Course Fees:
The Economic Challenge Investment Fund (ECIF) will now fund 50% of your delegate fee when you book on our current range of courses, as long as you or your organisation meet the criteria. See our website for more details. Full prices are given below:

Workshop 1: £500 + VAT
Workshop 2: £500 + VAT
Workshop 3: £500 + VAT
Workshops 1 & 2: £900 + VAT
Workshops 1, 2 & 3: £1,250 + VAT

Fee includes buffet lunch and excludes travel and accommodation costs.

Cancellation: Bookings can be cancelled with the following terms:

One week or less prior to workshop: no refund.

One to four weeks prior to workshop date: 25% refund.

More than four weeks prior to workshop date: 60% refund.

Substitutions: Substitute delegates will be accepted at no extra charge.

Registration and Payment: You will be invoiced when you register. Full payment must be received four weeks prior to the workshop.

On-demand and in-house courses:
If your team, organisation or business has particular needs, or is not based in London and you wish to benefit from our courses, Designplus can offer bespoke workshops designed for your organisation's specific aims and context. This offers you the opportunity to hold the workshops in your own business premises or elsewhere to suit your needs.

For booking and more information:
www.designplus.org.uk
hello@designplus.org.uk
01895 267 499

In the event that minimum enrolment is not fulfilled Designplus and Brunel University reserve the right to cancel the workshop and refund all fees.

Designplus

Designplus is part of the Westfocus knowledge network and works to facilitate connections and collaborations based on shared design interests, particularly in areas of emerging importance or opportunities for design.