



Growing Your Business by Design

An Exclusive Event for BPF Members

Register online at
www.bpfevents.co.uk

DATE

15th April 2014
10.00 - 16.00

LOCATION

Design Council,
Angel Building
407 St John Street
London
EC1V 4AB

CONTACT

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BPF Events Team

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Organised By



Many pioneering companies, from start-ups to blue chips, have discovered how design can be the surprising secret to business success. This workshop will show business owners how they too can harness the power of design to build brands, products, services, improve communication with customers and engender a working culture that can make them stand out in the marketplace.

Many businesses face barriers to growth. By better understanding customer needs, developing stronger product and service experiences and creating compelling and consistent brands, design can identify new opportunities and deliver business growth. This one day workshop will draw on the experiences and insights gained through delivering this programme and will provide delegates with a practical and interactive session. From it they will draw an understanding of:

- How to use design to create and sustain an innovative culture in their business
- Working iteratively and collaboratively in teams to test and improve ideas
- Value of prototyping services to reduce costs, reduce risk and increase the rate of success
- Quickly adapting and responding positively to change
- To embed and sustain an innovative culture

Workshop Programme

10.00 Registration and coffee

10.30 Welcome - Design Council

10.35 Workshop: *Growing your business - by design, part one:*

This session will outline the Design Council approach to design and innovation through an established Design Council framework. This will be supported by case studies and practical, interactive activity.

12.30 Lunch

13.15 Workshop: *Growing your business - by design, part two:*

This session will use another interactive exercise to look at specific challenges in your business and how design can help to address them

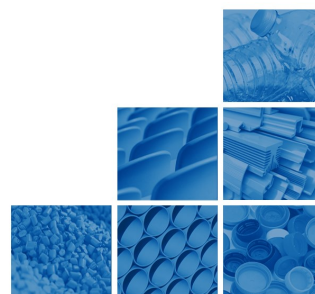
15.00 Q&A

15.30 Refreshments and close

To register please complete this form and fax to +44 (0) 207 457 5013 or email events@bpf.co.uk
A British Plastics Federation Seminar

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For further information please contact the BPF Events Team

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London, EC2A 3JE

REGISTRATION FORM FOR SEMINAR 15th April 2014 PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS

YOUR NAME:

COMPANY NAME:

ADDRESS:

EMAIL:

TEL:

NUMBER OF DELEGATES:

DELEGATE NAMES:

PRICE

BPF Members £50 + VAT

Method of Payment:

☐ Cheque (enclosed)

☐ VISA

☐ MASTERCARD

☐ SWITCH

TOTAL (excl. VAT) £

Credit Card No:

VAT £

Security No.

Exp. Date

Issue No:

TOTAL: £

Card holder's Address:

Signature

Terms and Conditions

All payments must be completed by the commencement of the seminar. A VAT receipt will be issued on receipt of your payment and forwarded as well as joining instructions. Please make all cheque payments out to 'The British Plastics Federation'

Cancellation: If you are unable to attend after having confirmed your registration, please inform us in writing so that your registration may be transferred to any member of your company.

Refunds: A charge of 20% will be made on written cancellations received before two weeks before the seminar – No refund will be given after this date.

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This literature is correct at the time of going to print, however the BPF reserves the right to alter the programme without prior notice.

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