

NATIONAL DESIGN INTEGRATION WORKSHOPS

The Design Institute of Australia (DIA) in conjunction with The Australian Graphic Design Association (AGDA) is hosting a series of National Design Integration Workshops presented by Equip Design Integration Consultants.

These workshops will make designers more valuable to clients.

The workshops will be held in QLD, NSW, VIC and SA.

For more information please visit www.dia.org.au and book at www.trybooking.com/34969

NOV 7

BRISBANE

9AM-5PM

One full day workshop
Southbank Institute of Technology
Level 2, B Block
Rooms B2006 & B2008
66 Ernest Street
South Brisbane QLD 4101

NOV 8,9

SYDNEY

12PM-4PM
9AM-1PM

One workshop over two days
Karl von Busse Institute of Design
Level 2, 400 Kent Street
Sydney NSW 2000

NOV 20,21

ADELAIDE

12PM-4PM
9AM-1PM

One workshop over two days
University of South Australia
UniSA City West Campus
GK4-30 George Kingston Building
Level 4, Room 4-30
Adelaide SA 5000

NOV 22,23

MELBOURNE

12PM-4PM
9AM-1PM

One workshop over two days
DIA Design Gallery
Level 1, 175 Collins Street
Melbourne VIC 3000

DESIGN INTEGRATION WORKSHOPS

These events are supported by Enterprise Connect. Enterprise Connect is an Australian Government initiative backed by industry that offers comprehensive advice and support to eligible Australian small and medium businesses to help them transform and reach their full potential. Our experienced, independent Business Advisers provide confidential, unbiased business advice at no charge. For more information visit www.enterpriseconnect.gov.au or call 131 791

DIA/AGDA NATIONAL DESIGN INTEGRATION WORKSHOPS

INTRODUCTION

The DIA and AGDA are organising a series of professional half-day national Design Integration workshops to expand the skills of designers and to create a stronger awareness of the goals and outcomes of the Design Integration programs run in Queensland, New South Wales, Victoria and South Australia.

DELIVERY FORMAT

The workshops will be held in two successive half-day sessions in each nominated city and delivered by New Zealand's Equip Design Integration Consultants in association with the Design Institute of Australia (DIA) and the Australian Graphic Design Association (AGDA), supported by Enterprise Connect.

WORKSHOPS CONTENT

The workshops are designed to align the thinking and practices of designers with those of their clients who have been through the Design Integration programs. In particular, the workshops will explore how designers can better meet their clients' changing expectations, improve their clients' design management capability, and deliver more highly valued services and better outcomes for all parties. This will make the design sector more capable of serving the manufacturing sector – design being the key differentiator in today's highly competitive, high-cost economy.

Designers will learn new skills and therefore improve and expand their services for all clients, resulting in a broader, more strategic approach to design projects and outcomes. Ultimately, the aim is to make designers more trusted and valued by their clients, improving collaboration by all parties and helping to establish the basis for a productive design and business partnership.

SESSION 1: DESIGN INTEGRATION AND THE NEW CLIENT EXPECTATIONS (HALF-DAY)

- Introduction to Design Integration Programs (DIP)
- The Client Experience - feedback from two clients who have been through a DIP program, outlining insights and needs
- Analysis of client needs and expectations, and their

ideal relationship with their designer (Q&A forum)

- Deconstruction of a client business model: hands-on group exercise aimed at giving designers insights on how design can better engage with the business model and provide additional value.

SESSION 2: IMPROVING THE CLIENT ENGAGEMENT MODEL (HALF-DAY)

- Introduction to the '3Ps' - a program aimed at achieving alignment in 'Purpose, Promise and Practice' for design consultancies
- Feedback from a design consultancy which has undertaken the '3Ps' program
- Critical Gaps Analysis of how designers are currently engaging with clients and the latent and emerging needs of businesses who use design (Q&A forum)
- Reconstruction of the client engagement model: practical group-based exercise aimed at providing insights on how the designer/client relationship can be improved to better integrate with the client's business model, while delivering more valuable and longer lasting outcomes for both parties.

ABOUT EQUIP DESIGN INTEGRATION CONSULTANTS

Peter Haythornthwaite: principal Equip Design Integration Consultants and co-architect of the Designshift Design Integration program, founder of the multi-disciplinary practice Peter Haythornthwaite Design, adjunct professor Victoria University School of Design.

Ray Labone: principal Equip Design Integration Consultants and co-architect of the Designshift Design Integration program, founder and former chairman of the Australasian brand identity design consultancy Designworks Group.

Stephanie Pietkiewicz: principal Truestory, vision and purpose consultant and mentor, and architect of the '3Ps' alignment program, former corporate brand/marketing strategist, and senior lecturer in literature and journalism Victoria University.