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Event reveals benefits of designed business strategy

Victorian businesses can learn to harness the power of designed business strategy at The Timely (Design) Doctor special event being held as part of the State of Design Festival this month.

Beginning at 11.30am on July 21 at Melbourne's Wheeler Centre, the event comes as a partnership between the Creative Industries Innovation Centre (CIIC) and Design Victoria.

CIIC Director of Programs & Partnerships, Adam Blake, said, "Businesses will hear from a panel of experts representing each area of business strategy and experience the process of re-designing two completely different businesses."

The panel includes facilitator [Marcus Westbury](#), 'Dr Brand' [Matt Eastwood](#), Creative Director at DDB, 'Dr Digital' [Hael Kobayashi](#) a digital consultant, 'Dr Entrepreneur' Andrew Coates, a successful Internet and IT entrepreneur and 'Dr Management' [Judith Bennett](#), a CIIC Business Adviser.

The first business is a product design studio, creating two products with major Capital 'D' design manufacturers in Europe. The second is a public transport operator that is struggling to deliver 21st Century mobility as a result of its ageing infrastructure.

[The Creative Industries Innovation Centre](#) is part of the Australian Government's Enterprise Connect program and is hosted by the University of Technology, Sydney.

The 2010 [State of Design](#) Festival will take place from 14-25th July throughout metropolitan Melbourne and regional centres around Victoria. The festival increases the awareness of the value of design and showcases how design generates innovation, promotes sustainability and adds value to business and society.

Find out more

(<http://www.creativeinnovation.net.au/Community/Events/The-Timely-design-Doctor.html>)

Register online

(<https://www.slatteryit.com.au/RegoPages/CIIC2010TimelyDoctorRego.aspx>)

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Further Information

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