

DESIGN FOR BUSINESS

HARNESSING THE POWER OF DESIGN

Seminar, workshops and design advice

REGISTER NOW 

8:30am – 12:00 noon Tuesday 12th October 2010
Stormont Hotel, Upper Newtownards Road, Belfast

INTRODUCTION

From relatively simple measures such as revamping a sales brochure or updating packaging through to a full-scale brand redesign or developing completely new products, effective design is a powerful business tool which can deliver real bottom line value.

Our 'Harnessing the power of design' event is geared to give you ideas on what design improvements you can make in your company and provide valuable one to one advice with our design experts.

WHY ATTEND?

The event will open with a keynote address by world renowned design expert Richard Seymour. Richard will share his experiences of how design has changed the fortunes of companies across the world.

This keynote will be followed by 4 workshops

- **Brand design**
- **Digital design**
- **Product design**
- **Design strategy**

Design experts in each of these fields will discuss what companies need to keep in mind to achieve design success and will share how Northern Ireland companies have used Invest NI's design services to grow their business. You will be able to register for one of these workshops.

DESIGN ADVICE

Invest NI design advisors will be on hand throughout the event to answer any design issues you may have or give advice on how improved design could help your business. These one to one appointments can be booked on the day.

PROGRAMME

[FOR FULL EVENT DETAILS CLICK HERE](#)

Tuesday 12th October 2010
Stormont Hotel, Upper Newtownards Road, Belfast

08:30	Registration and light breakfast
09:00	Welcome address - Invest NI
09:15	Richard Seymour – Harnessing the power of design
10:15	Design Advice appointments begin
	Tea/Coffee/Networking
10:45	Brand design workshop
	Product design workshop
	Digital design workshop
	Design strategy workshop
12:00	Close

REGISTER NOW 

Alternatively you can call Jane Irwin at Morrow Communications on **028 9039 3837**
or email j.irwin@morrowcommunications.com

Project part financed by the European Regional Development Fund under the European Sustainable Competitiveness Programme for Northern Ireland.