Growing Your Business by Design
An Exclusive Event for BPF Members

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
**REGISTRATION FORM FOR SEMINAR 15th April 2014**

**PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS**

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**PRICE**

| BPF Members | £50 + VAT |

**Method of Payment:**

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**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 the this date.

The British Plastics Federation is a company limited by guarantee. Registered in England no. 282883

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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