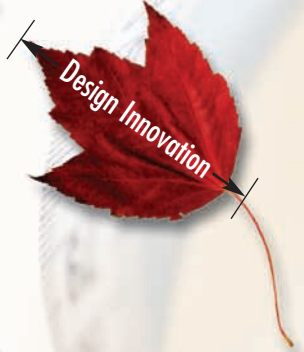




DESIGN MANAGEMENT INSTITUTE

# 31<sup>ST</sup> INTERNATIONAL DESIGN MANAGEMENT CONFERENCE



## MEASURING AND BUILDING DESIGN'S ROLE IN BUSINESS SUCCESS

OCTOBER 22-25, 2006  
THE EQUINOX RESORT & SPA  
MANCHESTER VILLAGE, VERMONT, USA

## Measuring and Building Design's Role in Business Success

Businesses need to capture real value from their investments in design. Therefore, measuring the role of design and design management in achieving sustainable business success is of paramount importance. How is this done?

This October, DMI will take on this most important and challenging topic. With a portfolio of experts we will address the topic from multiple points of view. To prepare this conference the Institute has identified seven key categories to measure and build design's role in business success, which include:

- Purchase influence/emotion
- Cost savings/ROI/time to market
- Enable strategy/new markets
- Corporate reputation/brand value
- Enable innovation
- Customer satisfaction
- Good design is good for all/triple bottom line

Each speaker will address one or more of these key categories. The learning outcome: Conference attendees will discover macro and micro tools and techniques, gain perspective, and become equipped to address this topic in your work on Monday morning, and in your work for years to come. Don't miss this seminal event.

### *The Business Imperative for Return on Investment Measurements in Design*

*Jerry Kathman, President/CEO, LPK, Inc.*

Measuring the effectiveness of our work is critical to the success of LPK and our clients. In fact, it's a business imperative. This presentation examines a variety of the tools and processes that help define and evaluate design effectiveness, because accountability for business results is increasingly placed at the doors of the consultancies. As brand building partners with our clients, we must provide proof points on the value of design investment, but it's not always a simple or measurable process. How does one measure inspiration and creativity? Finding the balance between measurement and intuition is a whole new requirement, one that is more important for design managers and brands today than ever before.

### *Design with Heart*

*Robyn Waters, Founder and President, RW Trend, LLC*

The best way to a customer's pocketbook is through the heart, according to Robyn Waters' 3H Design Theory. Design was the "secret sauce" in the trend formula that helped to turn Target into *Tarzhay*. Design with heart brought more than beauty to the product and the shopping experience—it helped trounce the competition, started a design trend that changed the face of discount retail, and delivered beauty to the bottom line.





### Searching for Excellence in Design

Prof. Dr. Peter Zec, *President, Red Dot*

Prof. Dr. Peter Zec, an expert on business communication and design, will present a clear picture of a company's strategy, which only keeps its self-determined freedom of action if it does not delegate the uncertainties of the market to marketing and trend researchers. Based on the results of the Red Dot Design Award, Zec will demonstrate that design decision-making is connected with considerable imperatives and risks, but for the same reason, extremely high value-add can be achieved, resulting in market success.



### Trust Me, I'm a Designer

Harry Rich, *Deputy Chief Executive, Design Council*

Successful businesses and economies increasingly understand design as a strategic activity. This move up the value chain brings with it the responsibility for design professionals to demonstrate the impact of design on business performance. Harry Rich will share the thinking and evidence base that lie behind the Design Council's new Value of Design Factfinder, an online tool that helps business advisers, designers, and design managers to make the case for design.



### The Relationship Between Design Effectiveness and Corporate Financial Performance

Julie H. Hertenstein, *Associate Professor, College of Business Administration, Northeastern University*

Marjorie B. Platt, *Professor and Group Coordinator, College of Business Administration, Northeastern University*



Hertenstein and Platt will present a study demonstrating how design influences the bottom line, from an accountant's point of view. Using the expertise of DMI members regarding the design effectiveness of publicly traded firms in nine industries, and financial performance data from company annual reports, the study examines the relationship between design effectiveness rankings and corporate financial performance. Findings show that companies rated as having greater design effectiveness exhibited stronger financial performance based on traditional accounting measures as well as stock market return measures.



### Confucius Versus Confusion

Gordon Bruce, *Principal, Gordon Bruce Design*

Eliot Noyes laid the groundwork for IBM, Mobil, and Westinghouse's design programs in the '50s, '60s and '70s, and created the paradigm for corporate design programs that many companies follow even today. He stated, "Design is a means by which you see yourself as well as a means by which you express yourself to others." Following this principle is still a challenge in the USA, and in particular in China, which faces a pioneering period of corporate enlightenment similar to that which started in the US during Noyes' era. Bruce will compare the issues that Noyes solved with the recent success of companies like Samsung, and the challenges that face China.



### Innovation Effectiveness: Using Metrics to Design for Business

Diego Rodriguez, *Director, IDEO*

Design thinking is increasingly being used to develop strategies to fuel organic business growth. As a result, there is strong demand for design-led tools to help manage and guide innovation efforts. Diego Rodriguez will discuss current thinking at IDEO on the use of metrics as an integral part of the design process, and how they can boost the effectiveness of routine and disruptive innovation initiatives in the world of business.



### Philips Design: Our Journey Towards Sense and Simplicity

Clive Roux, *Senior Director, Philips Design*

What is the true value of design? Philips Design is committed to bring easy-to-understand, user-centered, advanced products and services to market for Philips. Clive Roux and Kaiser Associates will talk about how Philips Design manages, inspires, and measures the design output of nearly 500 designers in Europe, Asia, and America. They will discuss the role of people research, design research, and innovation design in the creation of business and brand value today.



### A Designed Life

Joe Duffy, *President, Duffy & Partners*

Joe Duffy will speak on measuring design as cultural preference, and cover broad trend insights as they relate to design and its impact on the market value of brands. He will discuss the rise of design in everyday life, for everyday people, across nearly every category: product design, branding, retail experiences, etc. Several case examples, including the branding of The Islands of The Bahamas and the revitalization of the Thymes brand, will demonstrate the process of getting to great design, as well as results relating to customer satisfaction, cultural impact, and economic return.



### Design Ownership—Where Law Meets Design to Feed the Bottom Line

Joshua L. Cohen, *Shareholder, RatnerPrestia*

Cohen will use iconic product designs to illustrate the protections provided by patents, trademarks, and trade dress, and the crucial role such protection plays in business success. He will introduce the central concept of design ownership and explain how it is used to fuel the bottom line and maximize the ROI of design efforts. Cohen will also share strategies for achieving design ownership by securing comprehensive IP protection, avoiding IP rights of others, and integrating IP-building efforts into the design process.



### How to Win Customers & Influence Engineers: Results Based on a Holistic Design Approach

Gus E. Desbarats, *Chairman, Alloy Ltd.*

In today's complex environment of global innovation collaboration, design plays a growing role in ensuring better connection between the formulation and implementation of strategy. Gus will review the UK Design Effectiveness Awards, and provide useful hard documentary evidence of design results across a range of situations. The lecture will demonstrate how success was measured, what drove the strategic change behind the result, and the practical hands-on insight gained from traits common across the design engagements.



### **P&G: The Imperative for Design Success**

Robert T. Schwartz, *Associate Director, Global Design Organization, Procter & Gamble*

It's no secret that P&G is successfully delivering on its commitment to excellence in design. Behind the scenes is a rapidly growing global design capability and culture that is becoming part of the company's DNA. Bob Schwartz will share insights about how this is being achieved and continuously improved at the world's largest consumer products producer. Led by principles such as being consumer-focused, cross-functional innovation, and recognizing innovation as a cornerstone of success, P&G design is an integrated and valued asset that is committed to improving lives around the world.



### **Planes for People: The Boeing 787 Dreamliner**

John Barratt, *President & CEO, Teague*

Passenger well-being, on both an emotional and physical level, relies heavily on collaborative and research-orientated design practices. In designing the highly-anticipated 787 Dreamliner, Teague and Boeing employed a variety of design research techniques to determine the needs and desires of commercial travelers the world over. Defining and responding to the collective needs and desires of air travelers fueled the design process, permitting new, unconventional ideas to flourish and succeed in an industry renowned for strict standards. The results surpassed expectations.



### **Measuring Relationships Between Intangibles and Financial Outcomes**

Pamela Cohen, *Partner, Predictiv LLC, Co-author, The Invisible Advantage*

Advances in business and academic research as well as new approaches to valuation have now given executives the ability to more accurately evaluate, quantify, and show causal relationships between intangibles—such as design, corporate communications, and innovation—and financial and operational outcomes of investments in corporations. This presentation will provide several examples from a variety of industries about valuing the impact of corporate communications, brand, and other related intangibles on financial and operational outcomes, and will discuss the implications for ongoing measurement and return on investment.



### **Brandjam: Humanizing Brands through Design**

Marc Gobé, *Chairman & CEO, Desgrippes Gobé Group*

Following on his book *Emotional Branding*, Marc Gobé will introduce his new book *Brandjam* and show how design as a collaborative process can create a profound emotional response with corporations and consumers alike. Relying on real case histories that have broken the “glass ceiling” of commodity marketing, Marc will demonstrate that the true measurement of a brand's success is in how it impacts culture and lifestyles through an emotional meaning brought to life through design.

# General Arrangements

## Conference information

Please sign up for the conference by completing the registration form and mailing or faxing it to DMI with payment, or by registering at [www.dmi.org/annual](http://www.dmi.org/annual). The DMI Web site has complete conference information, including the latest schedule. The Institute will confirm your registration in writing shortly after your payment is received.

**Space at this conference is limited.** DMI strongly recommends that you register early, as last year this event went to a waiting list.

The conference will start at 3:00 pm on Sunday, October 22 with two speaker presentations followed by group activities, and will end at 12:30 pm on Wednesday, October 25. Tuesday afternoon will include an open slot for discussion sessions and organized recreational activities, including hiking and mountain biking (no fee), and offroad driving, falconry, and golf (additional fee required). You will receive information on activities when you register.

Your registration fee includes access to all conference events, the conference book, conference CD, access to updated presentations online, refreshments, and evening receptions. Meals are included with the Equinox hotel fee. Those staying offsite may purchase meal tickets if desired.

## Hotel reservations

To book your room please contact The Equinox Resort & Spa at +866-346-ROCK or +800-362-4747 using the group registration code DMI.

The "Full American Plan," which includes your lodging, full buffet breakfast, lunches, and a three-course dinner daily, is USD\$298.00 per night for single occupancy, and USD\$193.00 per person per night for double occupancy. All room reservations should be made by **September 22, 2006**. After this date the block will be released to the general public and availability cannot be guaranteed. Requests for early arrival or extended stays will be accommodated on a space-available basis at the regular rate and will include lodging only

## Travel arrangements

The closest airport is Albany International Airport, which is a 70-minute drive and receives more than 120 flights daily from all major airlines. DMI will be arranging shuttle van service to and from the Albany Airport; more information will be provided when you register. Flights can also be arranged to Burlington and Rutland in Vermont; New York City; Manchester, New Hampshire; Boston, Massachusetts; and Hartford, Connecticut.

# Conference Registration

## Send or fax this conference registration to:

Design Management Institute  
29 Temple Place, 2nd Floor  
Boston, Massachusetts 02111-1350  
USA

Phone: 617-338-6380  
Fax: 617-338-6570

Web site: [www.dmi.org](http://www.dmi.org)  
E-mail: [dmistaff@dmai.org](mailto:dmistaff@dmai.org)

## Non-US wire payments

If you would like to pay by wire transfer, please contact DMI for account information.

## Cancellation policy

All cancellations or substitutions must be received in writing.

### Until September 22:

We will deduct a US\$150 administrative charge and refund or credit the remaining fee.

### September 22 - October 6:

We will deduct a US\$150 administrative charge and credit the remaining fee towards a future conference (within a year) or a new (no renewals) full price membership.

### After October 6:

No refunds.

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## Conference Registration

Check the appropriate boxes to register for the conference.

- Please register me for the conference.  
 I would like to take advantage of the conference/membership special offer.

Registration Category	Conference Only	Conference and Membership
<input type="checkbox"/> Non-member	US\$2150	NA
<input type="checkbox"/> Professional member	US\$1935	US\$2260
<input type="checkbox"/> Academic Individual member	US\$1935	NA
<input type="checkbox"/> Professional Group member	US\$1720	US\$3120
<input type="checkbox"/> Academic Group member	US\$1720	NA
<input type="checkbox"/> Organization member	US\$1610	US\$4410
<input type="checkbox"/> Forum member	US\$1500	US\$7300

## Conference/Membership Special Offer

Receive substantial savings by registering for the conference and becoming a DMI member at the same time. As a new member, you will receive member conference pricing and all of the other benefits included in DMI membership. Visit [www.dmi.org/membership](http://www.dmi.org/membership) for a complete list of benefits. (Offer not valid for current DMI members.)

Member Category	Member Conference Fee	Regular Membership Cost	Special Bundled Price	Net Savings
Nonmember	US\$2150			
Professional	US\$1935	US\$400	US\$2260	US\$290
Professional Group	US\$1720	US\$1600	US\$3120	US\$630
Organization	US\$1610	US\$3200	US\$4410	US\$940
Forum	US\$1500	US\$6400	US\$7300	US\$1250

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Boston, MA 02111-1350 USA

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