

DESIGN

& BUSINESS

THE INTEGRATION IMPERATIVE



DESIGN MANAGEMENT INSTITUTE

19th DMI international
brand design conference
2007 design and
design management
performance series

June 6-8, 2007
The Drake Hotel
Chicago
USA

The New Bauhaus style of constructed sans serif typography, the elimination of ornament, and the combination of asymmetrical arrangements have been the influences for this year's cover design. The character of steel and glass box architecture so strongly associated with Chicago is reflected in the character of the letterforms. Even today, the Bauhaus principles and methods continue to be studied and respected.

DESIGN & BUSINESS

THE INTEGRATION IMPERATIVE

The roles of design and brand are becoming increasingly strategic to business success, so the need for cross-discipline collaboration is increasing. Building integration between brand, design, and business is now an imperative to sustainable business success. How can design and brand managers create an environment of cross-discipline knowledge-sharing to achieve optimum results and customer satisfaction? How can different disciplines best collaborate? What structures and processes need to be in place in order to create winning strategies? How is the integration between internal and external competencies best leveraged? How does brand management integrate and optimize all touch points to create relevant customer experiences? What methods foster synergy throughout the creative and management disciplines? Until now, there have been few consolidated efforts to capture and share knowledge about cross-functional brand and design integration. Don't miss this important learning and networking opportunity.

The Realities of Divergent Branding: Setting a New Global Design Vision in a Complex, Pre-existing Global Marketplace



Anne Fuller, *Global Concept Design Director, YUM Brands, Inc.*

Are there hidden gains for brands that stay true to their unique positioning and endear themselves to unique cultural contexts? This presentation shares the real challenges of seeding a new design vision into different markets for Pizza Hut, KFC, and Taco Bell. For each of these brands, positioning can vary substantially, franchisees may dominate key business decisions, and customers may use the brand differently. Coaching and influence are the most impactful tools to drive design into the business model.

Immersion Conversions: When Disciplines Collide



Mark Dziersek, *VP Industrial Design, Laga/one 80*

No one's life was ever changed by a PowerPoint presentation. "Ah-ha" moments that lead to WOW answers happen through immersion—through being in the moment. The best way for real innovation to occur is when creative effort from many different perspectives and disciplines is facilitated by cross-functional interaction. In his presentation, Mark Dziersek will focus on the "comfort zone" of disciplines; how to influence and change team behaviors; and how to get non-designers to understand and execute with design thinking. Design now has the keys and needs to drive with urgency, but in the process earn respect and facilitate interaction with others.

Brandjam: Humanizing Brands through Emotional Design



Marc Gobé, Chairman & CEO, Desrippes Gobé Group

Following on his book *Emotional Branding*, Marc Gobe 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 Gobé will demonstrate that the true measurement of a brand's success is how it impacts culture and lifestyles through an emotional meaning that is brought to life through design.

We Can't All Row on the Same Side of the Boat!



Chris Bedford, President, Karo Group Inc.

Team sculling is a great metaphor for design integration. Each member must perform in a manner that maximizes their individual skills

while seamlessly integrating with the efforts of others. To top it off, they must accomplish this without the benefit of seeing the finish line. The integration of business strategy, brand, and design is much the same. Chris Bedford takes a practical look at structures, processes, and outcomes that build the case for the integration imperative.

Power Shift



Patrick Whitney, *Director, Institute of Design, Illinois Institute of Technology*

Sector by sector, over the last 20 years we have witnessed a shift in power from producers to consumers. Commerce used to be driven by economy of scale; now it is driven by an economy of choice. Today we know that innovations and brands are driven by companies that discover opportunities for enabling great user experiences. The challenge we face now that users are in control, is creating processes and frameworks that help the entire company focus on the user.

Converging Software Designs



Alan Schell, *Director of User Experience Design, EMC Corporation*

In the business to business marketing model, branding takes a very different role from the retail model. For example, in the B2B world, typically there is little focus on product packaging. Within the high technology business sector, brand is often expressed through the commonality of products, rather than emotional appeal. From a software product development viewpoint, Alan Schell will discuss how software products express brand through common user experiences.

Maximizing Diversity Now!



GK VanPatter, Co-Founder, Director of Strategy, Humantific

Facing the increasing complexity of the marketplace, business leaders today seek to tap into and maximize the diverse brainpower of their organizations. The press is talking up the power of innovation, but for business leaders operating in the real world, what does that really mean and how do you make it actually happen in the context of complex cross-disciplinary organizations? How do you make innovation real and sustainable? Innovation advisor and next design visionary GK VanPatter provides insight into how Humantific helps corporate clients make sense of cross-disciplinary innovation and maximize the diverse strengths of their teams. Find out why organizational innovation is more about enabling people than it is about buying more technology.

Beyond a Beautiful Strategy



Tim Wallack, Director, Insights and Strategy, Smart Design



Nashan Sheppard, Director, Industrial Design, Smart Design

"However beautiful the strategy, you should occasionally look at the results." —Winston Churchill.

Today's design strategy focuses on setting creative vision through finding needs, developing strategic frameworks, and re-framing the challenge. Although vision is important, equally important is translating vision into successful products and services. This presentation focuses on methods, processes, and tools for teams to bring the strategy to life.

Business and Design: An Imperative



Carol Gee, *Chief Communications Officer, O-I*

O-I is the world's largest supplier of glass packaging for the fast-moving world of food and beverages. The majority of packaging decisions are made and designed by the customer, and O-I simply implements. In order to build the glass brand, O-I has decided that it's time to show the customer that we do know a little more than how to make a glass bottle. In doing so, O-I is forging new partnerships and delighting the customer and the consumer in the process. Carol Gee will describe how O-I is transforming from a great manufacturer of glass into a market-maker of purity, taste, and sustainability.

Brand Therapy 101: Integrating Branding and Design into the Boardroom



David Lemley, *President & Chief Brand Strategist, Lemley Design*

Branding and design have become key business objectives for those companies that intend to survive the experience economy. Designers and brand consultancies can facilitate this therapeutic rebirth of corporate senior management by relating profitability to brand experience, and sustainability to meaningful design within a cultural context. However, this can only be attained if embraced at the top and integrated throughout the organization.

Limits and Merits of Open Design



Frans Joziassse, *Director, PARK*

Large firms have long worked with outside design consultants because of the different experiences and insights they bring to bear.

The time may be right to take a step further and have design teams from large firms in different industries cooperate with one another in new ways. These collaborations could create exciting joint innovations: costs, design tools, and processes would be shared and co-developed; and design teams would be inspired by what they learn from their counterparts.

Global Motorsport and the Design for a Prosperous Future



Guy Faulkner, *Director, Motorsport Initiative, Indiana State University*

Motorsport is a global industry that is compelling for a multitude of reasons. It is multi-

product, multi-service, multi-cultural, and multi-disciplinary. A driver for engineering, technology, business, innovation, entrepreneurship, change, and economic development, its political, economic and social importance has risen dramatically. Guy Faulkner will discuss the design and brand challenges facing the ambitions of Indiana State University's Motorsport Initiative and the imperative behind integrating design into the business of educating for a global industry.

general arrangements

Registration Information

Please register for the conference by completing the registration form and mailing or faxing it to DMI with payment, or registering online at www.dmi.org/branddesign. The DMI website has complete information about the conference, including an up-to-date schedule. Confirmation for your registration will be sent in writing shortly after your payment is received. The registration fees include a reception on Wednesday, lunch and a reception on Thursday, and the conference book and CD.

Conference Schedule

The on-site conference check-in will be held from 1:00 p.m. until 2:30 p.m. on Wednesday, June 6, 2007. The conference officially begins with the opening session on Wednesday at 2:30 p.m., followed by a reception. The conference concludes on Friday, June 8, 2007, at 12:30 p.m. A detailed schedule can be viewed at www.dmi.org/branddesign.

Travel Arrangements

Flights should be booked to Chicago's O'Hare or Midway Airports. The hotel is located on the Magnificent Mile in the heart of Chicago.

Hotel Reservations

\$269 Single/\$289 Double (Excludes local and state taxes)

All hotel room reservations must be booked directly with The Drake Hotel, not through DMI. Reference "DMI" to receive the above rate by May 16, 2007. Reservations after this date will be accepted on a space-available basis and may not qualify for special conference pricing.

The Drake Hotel
140 East Walton Place
Chicago, Illinois USA 60611

Reservations: 1-800-HILTON
Fax: 1-312-787-1431
Website: www.thedrakehotel.com
Online code: IDCA07

Cancellation Policy

All cancellations or substitutions must be received in writing. Cancellation fees apply as follows: *Until May 8, 2007*: A \$150 administrative charge will be deducted from your payment and the remaining fee will be refunded or credited. *May 9-May 23, 2007*: A \$150 administrative charge will be deducted from your payment and the remaining fee credited towards a future conference (within a year) or a full price membership (no renewals). *After May 23, 2007*: No credits or refunds.

Sponsors

AQUENT

CONTINUUM 

LUCID BRANDS®

Microsoft®



Cover design by Source/Inc.

Conference Registration

To sign up for the conference, please check the appropriate registration category.

Conference Price

<input type="checkbox"/> Nonmember	\$1,375
<input type="checkbox"/> Professional/Academic Individual member	\$1,235
<input type="checkbox"/> Professional/Academic Group member	\$1,100
<input type="checkbox"/> Professional Organization member	\$1,030
<input type="checkbox"/> Forum member	\$960

If you are not already a DMI member, you can save on both the conference and a new membership by checking the appropriate category.

	Bundle Price	Net Savings
<input type="checkbox"/> Professional	\$1,535	\$240
<input type="checkbox"/> Professional Group	\$2,500	\$475
<input type="checkbox"/> Organization	\$3,830	\$745
<input type="checkbox"/> Forum	\$6,760	\$1,015

Wire Payments

To pay by wire transfer, please contact DMI for account information.

Name _____

Title _____

Organization _____

Street/P.O. Box _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Tel _____ Fax _____

Email _____

Website _____

Total payment enclosed: \$ _____

Payment: Check* VISA MasterCard AMEX

Card No. _____

Expiration Date _____ Today's Date _____

Signature _____

**Please make check payments in US dollars, drawn on a US bank, payable to the Design Management Institute.*



DESIGN MANAGEMENT INSTITUTE

29 Temple Place, 2nd Floor
Boston, MA 02111-1350 USA

RETURN SERVICE REQUESTED

Non-Profit Org.
U.S. Postage
Paid
Boston, MA
Permit No. 59671



19th DMI international
brand design conference

www.dmi.org/branddesign