



DESIGN MANAGEMENT INSTITUTE

*2007 DMI Design and Design
Management Performance Series*

The 11th DMI European Design
Management Conference

> **Improving and Measuring
Design's Role in Business
Performance** >

Purchase Influence
Enable Strategy
Enable Innovation
Corporate Reputation
Time to Market
Cost Savings / ROI
Customer Satisfaction
Developing Communities
Triple Bottom Line

14-16 March, 2007

Copenhagen Marriott Hotel,
Copenhagen, Denmark
www.dmi.org/european



Improving and Measuring Design's Role in Business Performance

Business executives, design directors and design managers are asked more and more often to provide improvement and measurement of design and design management effectiveness, in order to achieve desired business results. How is this best accomplished? What criteria must be evaluated in order to improve? Are measurements subjective or objective? Is this based on customer satisfaction, emotion, time to market, innovation, return, new markets, process improvement, or social and environmental responsibility? DMI addressed these challenging questions at the 31st International Design Management Conference in the US, and will build upon this successful learning with further exploration at this European conference.

Businesses need to capture real value from their investments in design, therefore DMI has identified nine key categories to improve and measure design's role in business success, which include:

- > Purchase influence / emotion
- > Enable strategy / new markets
- > Enable product and service innovation
- > Reputation / awareness / brand value
- > Time to market / process improvement
- > Cost Savings / ROI
- > Customer satisfaction
- > Developing communities of customers
- > Triple Bottom Line

With a portfolio of experts we will explore these categories in detail. 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 unique opportunity to learn.

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A Q U E N T

Keynote Sessions



Darrel Rhea,
CEO, Cheskin

The Metrics of Meaning: Improving the Design of Meaningful Experiences

If experience design is the emerging design practice, and meaning is the basis for designing the ultimate value proposition, what are the process tools and associated metrics that are available to design leaders? How do we evoke meaningful experiences that create powerful relationships with customers? Darrel Rhea will share ideas from his book, *Making Meaning*, and discuss how meaning is becoming a platform for successful innovation initiatives around the world. He will demonstrate how the basis for developing meaningful experiences comes from deep insights about customers, and will illustrate emerging trends in research to facilitate meaning making.



Hartmut
Esslinger, CEO,
frog design

The Dirty Battle

Design and Business still are way too much about “right brain” vs. “left brain,” but in today’s world “one strategic-creative brain” is needed. Contrary to what many business strategists might say, the world is not flat—it is a dynamic maze of complex cultures, separated by canyons of alternate needs and mountains of differing expectations. It is a world in which the complex depths of history, family, politics, and religion inform our lives from who we marry to what we buy. The fact is we all are working and living in a historic context and we can only have a fulfilling, successful future when we understand and respect the lasting lessons of logic vs. emotion in history. Business is an eternal cultural adventure, and chaos and creativity afforded history’s greatest human achievements.

Presentations



Hans
Gunleiksrud,
Global Brand
Manager,
Helly Hansen

Helly Hansen: Design as a Tool to Rejuvenate a Global Brand

Helly Hansen is a 130-year-old brand with a strong heritage and reputation in the outdoor apparel industry. When it became apparent that the brand was due for a thorough rejuvenation, design was identified as a key factor in the strategic plan. Hans Gunleiksrud will present the background, strategy, results-to-date, and how the results are determined, to give the attendee ideas that may work for their own company or clients.



Jerry
Kathman,
President &
CEO, LPK

The Business Imperative for Return on Investment Measurements in Design

Measuring the effectiveness of our work is critical to the success of LPK and our clients worldwide. In fact, it's a business imperative. This presentation examines the tools and processes that help define and evaluate design effectiveness. 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 more important for design managers and brands than ever before.



Cathy Huang,
President,
China Bridge
International
(CBI)

Bridging Eastern and Western Values: Applying a Holistic Approach to Design Management

There are now numerous design competitions and awards given around the world. What are the shared criteria for all these awards? How do the jurors make their final decisions? What are the companies' perspectives on winning an award? Everyone is looking for a tangible holistic evaluation tool, which is precise and practical. Cathy Huang will share her ideas and thoughts on measuring design, to help practitioners and companies improve their decision making process, and lower risks with more effective solutions



Verena Kloos,
President,
BMW Group
DesignworksUSA

The Future is Bright for Design

Design has been identified as one of the most critical success factors and differentiators in the purchasing decision of one product over another from a consumer's perspective. In the future, the visual-tactile literacy of designers, paired with thorough business knowledge, will expand beyond what conventional design consultancies can offer. Verena Kloos will provide insightful ideas and solutions for a business environment that is driven by the inevitability of an increasing pace of change.



Harry Rich,
Deputy Chief
Executive,
Design Council

Trust Me, I'm a Designer

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.



**Bo Linnemann,
Founder,
Kontrapunkt**

Maximizing Impact through Integrated Design Programs

Kontrapunkt's 20 years as a brand identity consultancy have shown that the most successful design programs are those in which the design concept is coherently applied to all visual elements across key consumer touch points. By using concrete case studies, Bo Linnemann will discuss the measurement and power of such integrated programs in building corporate reputation and increasing product brand performance.



**Per Holmen,
Global Brand
Identity
Manager,
Carlsberg**

Adding Value to a Brand through Consistent Identity Design and Implementation

It is increasingly important for companies to use not only marketing, but also design to secure the consumer-relevance and competitiveness of their brands. In the case of truly international brands, this design challenge is extended to ensuring a brand is perceived as having a consistent identity across markets and distribution channels. At Carlsberg, a brand identity needs to be implemented in over 140 markets worldwide. Per Holmen will discuss how this is done not only through packaging design, but also by ensuring that the brand message and identity is consistent at all consumer touch points.



Lise Kingo,
Executive
Vice President,
Chief of Staffs,
Novo Nordisk
A/S

Design Impacts the Performance of Novo Nordisk

At Novo Nordisk, design is not a last minute decoration, but a strategic activity that is used to build competitive advantage. The Novopen is an example of a design that has been an important part of the company's market leadership. Novo Nordisk design activities are wide-ranging and integrated into a number of company functions. Among other things, design is used to build the corporate image, support product sales and marketing, and perhaps most importantly, improve the lives of diabetes patients all over the world. Lise Kingo will introduce Novo Nordisk's approach to design and describe how design impacts the performance of the company.



Lavrans Løvlie,
Founding Partner,
live|work

From Product Desire to Service Envy

While the power of design to accelerate the economic performance of products is well documented, measuring the value of design in the service sector is still a field under development. Lavrans Løvlie will examine three different ways to measure the impact of design on services: Triple Bottom Line Accounting, which analyzes economic, social and environmental consequences; Gross Value Added, which explains value creation; and the live|work Service Usability Index, which measures quality of services from a user point of view.

Pre-Conference Seminar

Taught by
Darrel Rhea,
CEO, Cheskin

Design Research for Product and Service Innovation

12-13 March, 2007

Achieving successful innovation requires a deep understanding of what is meaningful to customers and the marketplace. By approaching research in a way that actually improves creativity rather than hinders it, companies can successfully produce more effective products and brands. This seminar will take a deep look at what makes corporate innovation initiatives succeed or fail, and will empower managers to effectively leverage the power of design research into their product and brand development process. Darrel uses his 25 years of consulting experience to illustrate his points with case studies from the world's leading companies.

This seminar is ideal for leaders of innovation initiatives, corporate brand and product design managers, product developers, marketing executives, consultants, and anyone involved in driving customer-led innovation. It is especially useful for executives who regularly interact with corporate marketing and market research functions.

To sign up for the seminar, please use the registration form or visit www.dmi.org/seminars.

General Arrangements

The registration fees include a reception and dinner on Wednesday; lunch and a reception on Thursday; lunch on Friday; and conference book and CD.

The DMI website has complete information about the conference, including the most up-to-date schedule, and additional speaker information.

Conference Schedule

The on-site conference check-in will be held from 12:30 until 15:00 on Wednesday, 14 March, 2007. The conference officially begins with the opening session on Wednesday at 14:00, followed by a reception and dinner at the Danish Design Council. The conference concludes on Friday, 16 March, at 15:00. A detailed schedule can be viewed at www.dmi.org/european.

Hotel Reservations

Single DKK 1295 *(includes VAT, excludes breakfast)*

All hotel room reservations must be booked directly with Copenhagen Marriott Hotel, not through DMI. Please register online via www.dmi.org/european-hotel using the group code “desdesa” to ensure the group rate. **The room cut off date is 14 February, 2007.** Reservation requests received after this date will be accepted on a space-available basis and may not qualify for special conference pricing.

Copenhagen Marriott Hotel
5 Kalvebod Brygge
Copenhagen, DK-1560 Denmark

Tel: +45-88-33-99-00

Fax: +45-88-33-99-99

Website: marriott.com/property/propertypage/cphdk

Travel arrangements

Flight arrangements should be made to the Copenhagen Airport, CPH. The hotel is located in central Copenhagen, convenient to the major attractions of the downtown area. Detailed directions can be found at www.dmi.org/europeanhotel.

Cover design by: Kontrapunkt

Cover photograph by: Henrik Lund Jørgensen

**Register online at
www.dmi.org/european, or
send or fax this conference
registration to:**

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Boston, Massachusetts
02111-1350
USA

Tel: +617-338-6380

Fax: +617-338-6570

Website: www.dmi.org

Email: dmistaff@dmistaff.org

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. Cancellation fees apply as follows:

Until 12 February, 2007:

A €120 administrative charge will be deducted from your payment and the remaining fee will be refunded or credited.

From 13 February to 28 February, 2007:

A €120 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 28 February, 2007:

No credits or refunds.

Conference Registration

To sign up for the conference, register online at www.dmi.org/european or tick the appropriate registration category and mail or fax this form to DMI.

Conference Price

<input type="checkbox"/> Nonmember	€950
<input type="checkbox"/> Professional/Academic member	€855
<input type="checkbox"/> Professional/Academic Group member	€760
<input type="checkbox"/> Organization member	€710
<input type="checkbox"/> Forum member	€665

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

NEW Member Bundle: Conference + Membership

	Bundle Price	Net Savings
<input type="checkbox"/> Professional member	€1085	€180
<input type="checkbox"/> Professional Group member	€1910	€290
<input type="checkbox"/> Organization member	€3060	€390
<input type="checkbox"/> Forum member	€5465	€485

Pre-Conference Seminar Price

<input type="checkbox"/> Nonmember	€665
<input type="checkbox"/> Professional/Academic member	€595
<input type="checkbox"/> Professional/Academic Group member	€530
<input type="checkbox"/> Organization member	€500
<input type="checkbox"/> Forum member	€465

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