

For the first time in Mexico we offer you professional practice seminars that blend project management and design ideas together

Los seminarios tienen un enfoque internacional, por lo que el lenguaje de trabajo será en inglés

SEMINAR 1

Project Management-
effective delivery of
design projects

SEMINAR 2

Service design-
the next step in
design's evolution

Led by **David Griffiths**

Branding & Design Management Consultant/Educator

Facilitated by **Marea Saldarriaga**

Design planning adviser

11 & 12 September 2008

8:30 to 17:30

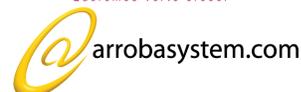
Centro Cultural Tenanitla, Amargura 4, San Ángel
Del. Álvaro Obregón 01000 Mexico City



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Our Profiles

David Griffiths

Branding & Design Management Consultant/ Educator

MSc (City) MBA (Manchester) MCSD MCIM MCMi MIBC MAPM FRSA Chartered Marketer
Project Management qualifications: APMP, Accredited PRINCE2 Trainer

David Griffiths has had a career in branding and design management (DM) and is a contributor to design education and professional practice issues in design. After completing his MBA at Manchester Business School he joined **Royal Mail** to manage their Identity Programme. Between 1993-2003 he was a member of **RM Consulting** - the internal consultancy and project management organisation of Royal Mail. He established Royal Mail's design management team which won the UK Design Effectiveness Award Grand Prix and was cited for innovation work in Royal Mail's annual IT awards for e-business project delivery. In addition to working in the UK for Royal Mail David has worked for the Argentinean Post Office planning their branding programme after **Correo Argentino** was privatised in 1997. He currently works in the UK and India with corporate clients and design consultancy teams on design management issues. He is an advisor the **Aliagroup/DMA Branding consultancy** in Mumbai and a partner in the Dutch **IDIS Capability Development** venture to offer professional development events for the design profession.

David is a member of the **DMI's (Design Management Institute)** Advisory Council and has contributed to the UK Design Council's strategy work, most recently as a contributor to the current **Design Skills Alliance initiative (UK Design Blueprint)**. He is a member of the advisory board for the design management programme at the **Welingkar Institute**, a leading Indian business school. Currently he is advising the **government of Latvia** on the redevelopment of their national design education system. David has education and training credentials on branding, design management (DM) and Professional Practice Issues in design in the UK, Europe, India and North America. During the past 15 years he has contributed to many classes on MBA/MA programmes as a lecturer, external examiner and course advisor. Affiliations include: the **Pratt Institute**, New York; **Ryerson University**, Toronto; Course Director of the MBA DM at the **University of Westminster** for the London/Boston (USA) programme; **University of the Arts London**; **INHOLLAND Univ.** & **EURIB**, The Netherlands.

Subject areas taught:

- Project and implementation management for branding and design projects
- Strategic design management
- Brand Identity and Corporate Identity management for client organisations
- Service Design – the next step in design's evolution
- A career in design – the next decade and its opportunities and challenges for design

In parallel with his design industry activities he is an experienced project management professional and delivers training and qualification courses to clients, including British Airways Cargo, Axa plc, Sainsburys and Serco plc.

Subject areas taught:

- Association for Project Management (UK) qualifications: APMIC [Intro. Cert] & APMP
- PRINCE2 Foundation and PRINCE2 Practitioner
- MBA strategic management classes
- Career management classes

Marea Saldarriaga

Design planning adviser

Advertising (L'Ateneo Artistico, ITALY) BA Graphic Design (Universidad Iberoamericana, MEXICO) and (Baruch Collage, N.Y.) MA Design & Brand Strategy (Brunel University, UK)
APMIC (Project Management, UK)

Marea began her career in design as assistant to graphic designer Luis Almeida at **Almeida/Real Consultores** - renowned Branding consultancy with a portfolio of iconic work for the likes of WWF, INFONAVIT, SEP, Consejo Nacional Para La Cultura y Las Artes, Festival Cervantino. Progressed as Design Director at the internationally renowned fashion brand, **Boy London** and soon after at **Grupo Editorial Miguel Ángel Porrúa** - one of the biggest and oldest publishing houses in Mexico, publishing a broad range of topics, distinguished for their high editorial quality and clean design. In 2004, moves to London to undertake the MA Design & Branding Strategy. Simultaneously does her internship at **CDT design** - prestigious design consultancy founded in 1979 by Ken Carroll, Mike Dempsey and Nick Thirkell. Marea was invited by David Griffiths in 2005 to co-deliver a project management workshop tailored for **Idiom** - India's leading multi-disciplinary design firm. In 2006 is appointed director of **IDD** - a small online development agency based in Mexico City, with over 7 years experience in multimedia - By expanding the services offered and redesigning its identity (which involved renaming the company '**Twist Brands**'), a new market space for the agency was found. The agency is now dedicated to the design of interactive applications which respond to specific brand strategies. Following this success, Marea establishes her own practice **Logros Creativos**, with the vision of creating a culture of professionalism within creative businesses to encourage productivity and profitability. Her first client was **Pantiestudio** - a graphic design agency based in Mexico City that was going through a complex change, from being the in-house design capability of a big PR group for over seven years to becoming an independent integrated communications agency. Marea liaised with its directors to establish new systems, employ new people and introduce a workable marketing programme. In 2007 Marea returns to the UK joining **CDT design**, now as New business development director. Marea currently works in the UK, Mexico and Turkey with corporate clients and design consultancy teams as free-lance design planning adviser. Most recently, **Foxall Associates** - an award winning international creative consultancy requested Marea's collaboration for the development of a new food brand that would stand out in a notoriously crowded category. Marea's involvement included project planning, design research, brand evaluation and brand strategy development.

Audience Profile

The seminars are ideal for graphic design department managers, product design managers, brand managers, marketing directors, design firm principals or directors, management consultants, VP, CEO, designers, strategists, educators, and students in design, design management, marketing, communication and management.

SEMINARS

1 Project Management- effective delivery of design projects

Designers are often uncomfortable with project management – ‘planning will stifle my creativity’. However, what clients want is confidence that the design project will be delivered as promised: on time, on budget and with excellent quality.

This one day seminar will equip you with best practice tools and techniques so that you can use project management ideas to improve the delivery of design projects. It is based upon the internationally recognised ‘Body of Knowledge (BoK)’ from the UK’s Association for Project Management (APM).

We have combined this knowledge with experience of design processes to provide a focused, but relevant, toolkit that blends project management and design ideas together.

The seminar includes a set of MS Word templates that you can incorporate into your way of working as well as PDF resources to minimise the need to search web site reference sources.

What you will learn:

- What is a project – how is it different from “business as usual”?
- The Project Life Cycle (PLC)
- Identifying client success criteria and understanding how we will be judged by our client
- Defining project quality as the client sees it
- Project planning tools and techniques, including budget (finance) management
- Managing risks within projects
- Using documentation to drive projects forward
- ‘Who’s Who’ in projects: the sponsor, the project manager, team members, suppliers and stakeholders
- Building effective project teams
- Managing people and stakeholders
- Avoiding causes of project failure
- Using projects to increase your knowledge of how to be successful at projects
- Managing project information
- Using a project as a tool to market ourselves and grow our business

2 Service design- the next step in design's evolution

Commercial design today is a product of the industrial economy of the 20th Century, yet in most countries services account for the majority of the economy.

This seminar looks at the emerging area of service design: what it is today and what it could be for design professionals tomorrow. It uses the latest research in the UK and Finland from leading business and schools, the first generation Service Design consultancies that have already emerged and the alternative idea of Service Science being promoted by IBM, HP and other management consultancies.

What you will learn:

What is Service Design?

- How does it relate to traditional design areas?
- What is the relationship between Experience Design and Service Design?
- What are the opportunities for designers in this area: what advantages can they offer over traditional management consultants?

What is the current state of knowledge for Service Design?

- Sources of knowledge about this emerging discipline
- What can we learn in relating Service Design today to Web Design in 1995 as an emerging area?
- How can designers position themselves against the alternative view of 'Service Science' promoted by IBM, HP and other management consultancies?
- How does Service Design fit into the bigger picture of design's growing role in economies and government agendas about national competitiveness and innovation?

The challenges and opportunities that this area offers for designers

- How to compete against low cost craft design from Asia and South America
- How does Service Design link to other emerging areas such as design research, design thinking and design planning?
- How design consultancies need to develop themselves to take advantage of this opportunity

The seminar will use case studies and reference material from the UK and the USA. The seminar style will be a mixture of presentations, video films, syndicate work together by delegates and open discussion between delegates.

Bonus item: At the end of each seminar there will be a 30 minute session giving an update about the design industry in the UK:

- The development of the UK's National Design Strategy
- UK Government investment in:
 - Design education
 - Support for design consultancies to grow
 - Improving the understanding within client organisation's about design's value to their success

REGISTRATION

Category	One seminar	Both seminars
Professional	\$2,500	\$1,875 (\$3,750 total)
Student	\$2,000	\$1,500 (\$3,000 total)

The above fees are stated in Mexican pesos and they exclude I.V.A
Following registration workshop delegates will receive an invoice at the day of the event.

The fee includes seminar documentation, refreshments, lunch, and a certificate of completion.

Dress comfortably, bring a USB memory stick (256Mb+) and be ready to learn!

PAYMENT DETAILS

Please make payment to:

Account Name: Hacienda Amanalco S.A. de C.V.

Your Reference: NAME/COMPANY

Bank Details: HSBC

Account Number: 40-2229-0035

CLABE: 021540040222900351

Once you have made your payment, please fill in the registration form with your details and send it to marea@logroscreativos.com

The seminars are limited to small groups in order to provide a focused and interactive educational experience. So if you are interested, don't wait too long before you register. Registration will close the 4th of September!

REPLACEMENT AND CANCELLATION

- If you are not able to attend the seminar you can send a colleague to take your place.
- If you cancel six or more business days prior to seminar we will deduct a \$1000 administrative charge and refund or credit the remaining fee.
- If you cancel within less than six business days, no refund or credit will apply.
- In the unlikely event we must cancel a seminar, we will issue a full refund, but will not be responsible for any charges incurred by the registrant, including hotel and airline fees.