

**What happens at the workshops?**

The workshops are run by a Design Associate, an experienced design manager, used to solving business problems.

They'll show you how other companies have used design strategically to perform better and grow faster. They'll also help you discover how you can use design to shape your business decisions and implement them.

You will then move on to explore specific design possibilities for your business and draw up a plan for your next steps.

The session includes exercises to develop your ability to spot design opportunities within your business. They're based on unique Design Council tools including Matchbox, which helps you to relate design to business issues and make it part of your thinking.

All delegates will receive a Matchbox tool to use with colleagues. You will also receive a copy of the Design Buyers' Guide, an introduction to defining a design project and choosing, briefing and managing designers.

**Who is behind Designing Demand?**

Designing Demand is developed by the Design Council, delivered by Business Link West Midlands, funded by Advantage West Midlands and is part of the Government's competitiveness strategy.

**About Business Link West Midlands**

Business Link West Midlands offers impartial advice and up-to-date information on any aspect of starting or running a business. We can help you access a wide range of services and specialist resources ranging from training and skills development, finance, marketing and productivity to new technology, e-commerce and more.

To find out more about how Business Link can help you, call 0845 113 1234, email [info@businesslinkwm.co.uk](mailto:info@businesslinkwm.co.uk) or visit [www.businesslinkwm.co.uk](http://www.businesslinkwm.co.uk).

**Why is design important to my business?**

There are different types of design that can benefit your business ranging from product, packaging, online and offline marketing, branding and business positioning.

Using design as part of your business strategy can help you position your business against your competition, align your proposition with your customers and markets, and make you more competitive by improving the performance and perception of your business.

Businesses have been successfully enjoying the benefits of Designing Demand for more than three years. Don't just take our word for it, here's what one delegate has to say...

**“Well presented and informative – a wealth of information I can take back to my business. I've seen design in a new light.”**

**John Watford, Managing Director**  
Oxyshop Limited

Designing Demand

# How can you double the turnover of your business?

Designing Demand can help you to connect with your customers better, increase your market share and profit, and boost your competitiveness



### What is Designing Demand?

It's a compelling package of business support from the Design Council. It helps businesses discover how to become more innovative, more competitive and more profitable.

### How can it help me?

A **free** 1/2 day workshop will help you to discover the business benefits of using design and how it could help your business in particular.

### How much does it cost?

Nothing, the workshops are absolutely **free**.

In addition to the workshop you will also be introduced to other Designing Demand services available free of charge to eligible businesses.

### How do I know Designing Demand will work?

We have plenty of success stories about companies who have already been through Designing Demand to share with you. A case study of a business that has noticed significant improvements is shown on the next page.

More case studies can be found online at [www.awm.designingdemand.org.uk/Case\\_Studies](http://www.awm.designingdemand.org.uk/Case_Studies)

### When and where are the workshops?

If you are a business owner or a manager, you are invited to a free 1/2 day workshop that will show you how good design can fit into business planning, help you to get ahead of your competition and make money.

Four free 1/2 day workshops within the region are planned.

#### Worcester Rugby Club,

Worcester  
21 January 2010

#### The Public, West Bromwich

27 January 2010

#### The Ironbridge Gorge Museum, Telford

10 February 2010

#### The Wedgwood Museum, Stoke-on-Trent

25 February 2010

All workshops run from  
8:30am – 1:30pm

Spaces are limited so for more information or to book your place visit [www.awm.designingdemand.org.uk/](http://www.awm.designingdemand.org.uk/) **Booking** or call **0845 113 1234**.



## Case Study Interior Surfaces

A rebrand has helped a work surfaces manufacturer to **double its turnover in two years**.



### Problem

Double turnover within 5 years by generating business from leading blue-chip design-to-build contractors.

### Response

Build a stronger brand and use it to create an added-value proposition, repositioning the business as more than just a supplier.

### Result

Rebranding led to a more professional image, doubled turnover in just two years and provided a clearer understanding of the business's market potential.



“Designing Demand not only helped us to rebrand, it helped the management team to focus more clearly on developing areas of the business that are more profitable and provide the greatest potential for future growth.”

**Zoe Dickinson, Sales and Marketing Manager**  
Interior Surfaces