

[design integration]

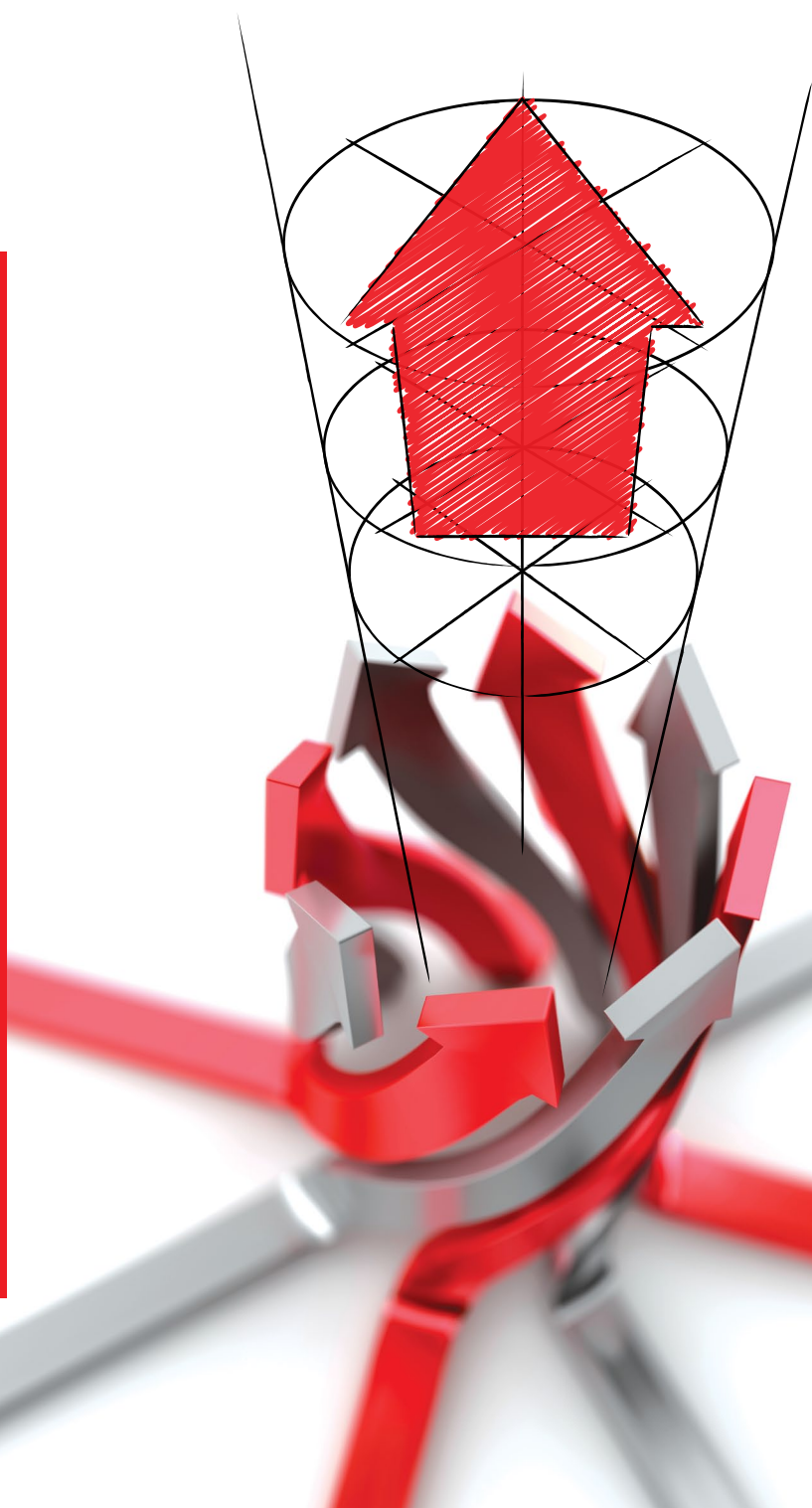
# Ever wonder how companies like Apple and IKEA dominate their market?

Learn how design integration can increase growth and productivity to transform your business.



Australian Institute  
for Commercialisation

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# Transform your business through [design integration]

Businesses will learn how design integration can increase growth and productivity, and gain a sustainable competitive advantage. This hands on two-day workshop will demystify design thinking and introduce you to both theory and practice for the latest, world-class design integration methods. Design integration will transform your business and boost resilience in the face of current global, social and economic challenges.

## Design Integration is ...

A practical tool for creating breakthrough innovations in business. It does this by applying design thinking to corporate strategy and business processes. Design integration has the potential to drive product, service and business model innovation in your company, and redefine the way you interact with customers and develop your market.

## You will learn how to

- Create and integrate new ways to maintain a customer-oriented focus vital to long-term success.
- Formulate new ways to evaluate your market and develop a sustainable and absolute competitive advantage.
- Design or re-design your business model and take innovation to the next level.
- Identify the difference between designing products and designing business processes.
- Apply the practical tools you need to implement this process into all aspects of your business.

“ I believe that businesses who want to survive and prosper in a connected, global environment have no choice but to make innovation by design part of their core operation - this course being that. ”  
John Lyons, Softlink International Ltd

## Who should attend?

This event is designed for Queensland small to medium enterprises (SMEs) that are hungry for innovation and want to know how to focus their effort. It is not expected that participants will have any design knowledge. This introductory workshop is suitable for business managers including:

- CEOs
- Marketing and sales managers
- R&D and engineering managers
- Design managers
- Business influencers, planners and thinkers.



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## Presenters

Dr Sam Bucolo – Professor and Chair Design and Innovation, QUT, is a leading academic and practitioner in the emerging field of design integration, which aims to transform business through embedding design capability and innovation within an organisation. Through multiple practice led and applied research projects, a better understanding of the relationship of design led innovation to business strategy and organisation value is the core of Sam’s research. Sam has published widely on this topic and has undertaken several significant projects with a wide variety of firms to be recognized as a leader in this field.



Dr Cara Wrigley – Lecturer in Design, QUT is an emerging leader in the discipline of design innovation. Building on her solid practical industry experience and combining this with her scholarly understanding of emotional design she is developing a unique understanding of the value of design to business. Specifically this focuses on strategies to design business models which have an emotive customer engagement. Cara has presented and published widely in the field of design led innovation and currently leading several initiatives to contribute to both industry and academic on the value of design to business.



## Design integration workshops

Regions:	CAIRNS	9 - 10 October 2012
	BRISBANE	23 - 24 October 2012
	SUNSHINE COAST	8 - 9 November 2012
	ROCKHAMPTON	26 - 27 November 2012
	TOOWOOMBA	28 - 29 November 2012

Time:	Day One:	9:00am - 5:00pm (Registration from 8.30am)
	Day Two:	9:00am - 3:30pm (Group Sessions & Networking until 5:00pm)

Price: Only \$220 per person (includes workshop materials & catering)

Register: Visit the ‘Events’ page at [www.ausicom.com](http://www.ausicom.com)  
Email [events@ausicom.com](mailto:events@ausicom.com) or call 07 3364 0700 for more information.

“ This workshop is exactly what companies/SMEs need to grow in good and bad economies. The tool are foundation laying and easy to understand. The info folder is presented well and provides everything needed to take action. ”  
Deirdre Reeves, Qinnov8 Pty Ltd