



Designing Demand half-day MareNet Workshop

Tuesday 27th January 2009
The Port House, Port Solent

Following the success of the Designing Demand marine workshop held earlier this year, Marine South East are delighted to be offering an additional free half-day workshop for those companies who were unable to attend the first time. This marine-specific event will be taking place on **Tuesday 27th January 2009 from 8.30-13.30 at the Port House, Port Solent.**

The Designing Demand programme is more relevant than ever in the current financial climate and focuses on how design can drive improved business performance and lead to a stronger bottom line. Design can affect every aspect of your business from the first impression created by a company letterhead, the design of a product or packaging, to consistent communication which builds customer loyalty.

The programme has been trialled by the Design Council with more than 600 businesses across the UK taking part. Feedback has been extremely positive with 88% commenting that their strategic design projects were critical to their business success.

This half-day marine specific workshop will demonstrate how different aspects of design can impact on your business, and will show companies how better design in all aspects of business can lead to maximised profits.

The programme for the event will be in three parts:

- Part 1: Design = Business The benefits of using design
- Part 2: Design = opportunities What design can do for your business
- Part 3: Design = Solutions How design can meet your business challenges

This event is ideally suited to managing directors, marketing directors and marketing staff at all levels within your company. The workshop will be limited to 30 delegates so book early to avoid disappointment by registering online

[Register Here](#)

The workshop will start with bacon butties at 8.30am conclude with lunch at 1.30pm.

If you would like to receive more information about the Designing Demand programme please contact Jackie Walker, Regional Programme Manager - Designing Demand
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