

## **‘Rise & Design’ No 5: ‘The importance of branding in product and service design’**

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| <b>DATE</b>        | Friday 12 <sup>th</sup> February 2010   |
| <b>TIME</b>        | Breakfast - 8.30am, start 9am until 11 am approx  |
| <b>VENUE</b>       | Nissan Sports Social & Conference Centre, Sunderland<br><a href="http://nissansports.webs.com/">http://nissansports.webs.com/</a> |
| <b>COST</b>        | Free  |
| <b>TO REGISTER</b> | <a href="http://riseanddesignbranding.eventbrite.com">http://riseanddesignbranding.eventbrite.com</a>                             |

**When you hear the terms ‘branding’ majority of people think it just involves a logo, however branding involves far more than this.**

The latest ‘Rise & Design’ meeting aims to discuss the importance of branding in product and service design and examples of how this can be achieved successfully.

The speakers include:

- Roy Sandbach, Research Fellow – Procter & Gamble  
‘Brand equity, the key to design direction’
- Grant Marshall, Creative Director – tdg - The Design Group  
‘Getting it right or wrong’ to ensure that the brand lives to fight another day

You will also be more than welcome to get involved in a 'Question and Answer' session with the speakers. As part of this meeting, there will be an opportunity for you to discuss ideas or issues with other companies about how it could make a difference to your business as well as a brief insight into Design Network North’s latest activities.

After the meeting there will an opportunity for you to meet some of the local design agencies and network with other DNN members.

### **OPPORTUNITIES**

We would like to give **two companies** the opportunity to take part in the meeting if you...

...have a piece of work/project that you are currently working and looking for people’s thoughts or feedback then please register your interest with a brief summary.

or

...are interested presenting as part of the ‘two minute pitch’ with either a problem/issue or would like to introduce yourself to the network.

If you are interested in either of the opportunities above please get in touch and we will be contact if you have been successful.

### **ABOUT RISE & DESIGN**

Design Network North members meet on the second Friday of each month to share good practice, learn from experts and to collaborate on issues, projects and needs.

Each meeting has a specific theme and will feature presentations from experts in the field. You will also be able to discuss with other companies how applying these ideas could make a difference to your business.

This is also a great opportunity to raise any ideas or issues that you would like to see feature in future Design Network North activities.

**[www.designnetworknorth.org](http://www.designnetworknorth.org)**