

Attn: SBF Members



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Seminar on How Companies Can Leverage on the Power of Creative Tools and Design Driven Thinking to Generate New Ideas that Lead to Innovation

Date: Fri, 10 July 2009 Time: 1.30pm – 5.00pm

Venue: SBF Seminar Room 1 (22nd Level, Keppel Towers)

Fee per pax (incl GST): **Free for SBF Member** **S\$53.50** (Non Member)

With increased competition, price erosion and globalisation, successful companies today leverage on creative and design driven thinking as a strategic tool to help them deliver commercially successful products to the market.

The seminar will cover the design process and its relationship to a company's product development cycle; creative thinking strategies that can help to fire up innovation in an organization; hands on exercises to provide a live experience of various idea generating tools and how they work; case studies and behind the scenes of relevant projects that provide great examples etc.

Hear from our speaker on real life case studies and gain useful insight on how the design process works and experience some of the creative tools used.

Who would find this seminar of great value?

- If you keep hearing about 'design' but are not really sure what it actually refers to
- Feel your organization can be more innovative
- You are in a business where you make and/ or sell a product or service, whether it's B to B or B to C
- You are keen to learn and discover new tools and methods that will help to generate new idea

Programme

- 1.30pm : Registration
- 2.00pm : Presentation
- 3.30pm : Question & Answer Session
- 4.30pm : Networking & Discussion
- 5.30pm : End

About the speaker:

Bassam Jabry, Creative Director at Chemistry, has over 10 years experience working in the field of design and new product innovation. Having worked for companies such as Dell, Motorola, Philips as well as a number of local startups and SMEs, he brings forward a wealth of experience and insight on how to establish strategic processes that will help companies sustain themselves on a path of innovation.

Administrative Details:

- **Please fax registration form to reserve a seat.** Registration is on a first-come, first-served basis.
- Admission shall be allowed only upon presentation of confirmation from SBF (i.e. confirmation stamp on the registration form).

NOTE: As a precautionary measure, our advice is for members who are unwell not to attend the session.

Ref No: MBER 115/100709/06W
REGISTRATION FORM - Attn: MR Dept/ Celest or Su Ling (Closing date: 7 July 2009)
Fax: 6734 0610/ 6827 6801

1) Name (Mr/Ms): _____ Desgn: _____
Tel: _____ Fax: _____ Email: _____

2) Name (Mr/Ms): _____ Desgn: _____
Tel: _____ Fax: _____ Email: _____

Company: _____ SBF Mbrship No: _____