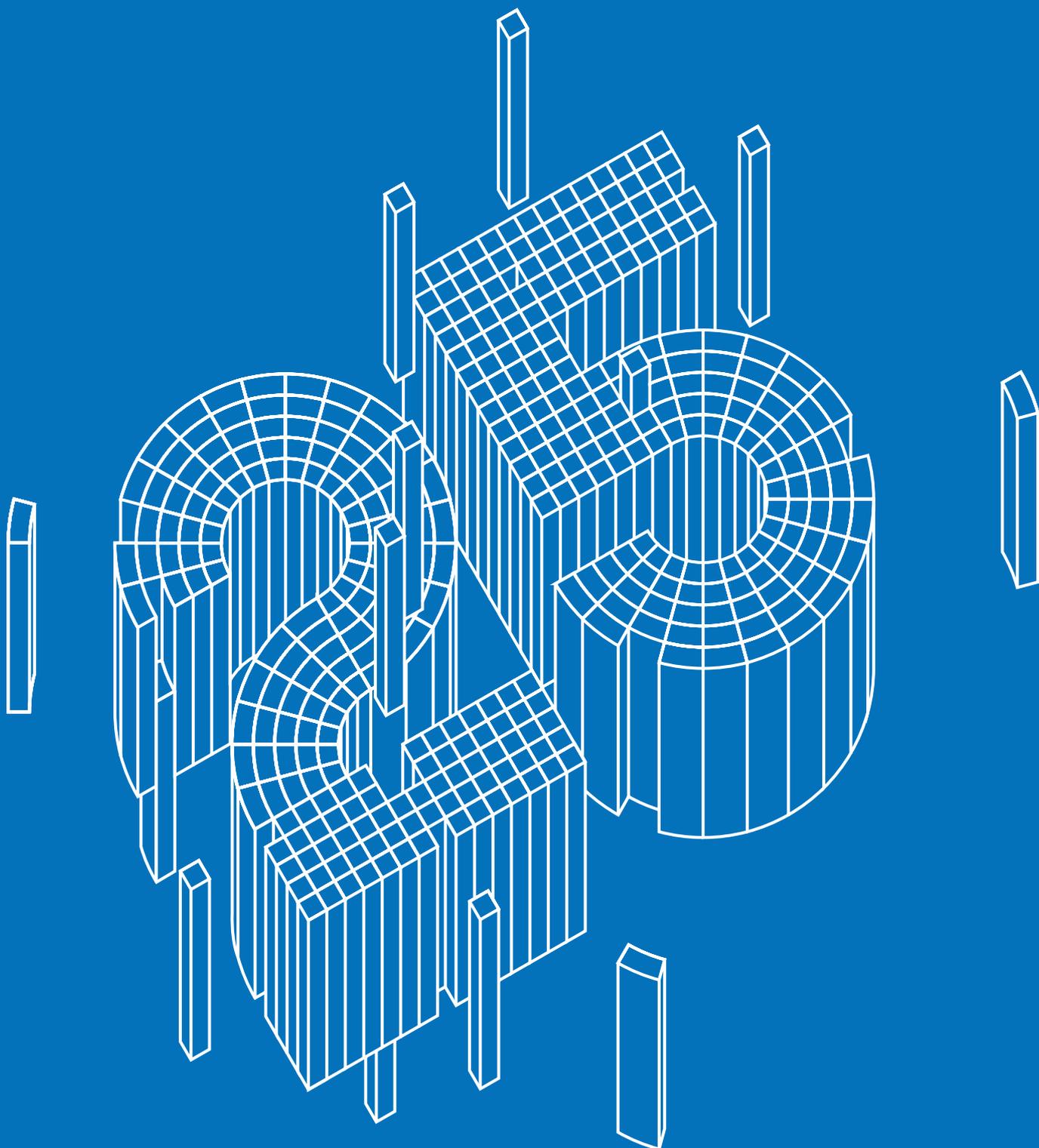


**Business Advantage
Breakfast Seminar**

Melbourne
Australia

Wednesday
13 May

Design Is How It Works



“There’s a new race in business to embrace ‘design thinking.’ Yet most executives have no clue what to make of the recent buzz about design. It’s rarely the subject of business retreats. It’s not easily measurable. To many, design is simply a crapshoot. Design is more than an after-the-fact concern - it’s part of your company’s DNA. Design matters at every stage of the process. It isn’t easy, and it increases costs, but it also boosts profits, sometimes to a massive extent. In an increasingly competitive marketplace, design represents the best chance you have of transcending your competitors.”

Jay Greene

Business Advantage Breakfast Seminar

Presenting the latest in global thinking about design's role as a strategic resource for building business advantage. Hear from past editor at *BusinessWeek* and world-renowned author, Jay Greene, whose latest book, *Design Is How It Works*, presents in-depth discussions with CEO's from design driven corporations and SME's across the world.

Drawing on hundreds of hours of interviews with executives such as Virgin Atlantic Chairman, Richard Branson and Nike CEO, Mark Parker, Jay illuminates in a series of fascinating case studies of design-oriented companies—from OXO to Clif Bar to LEGO—that design isn't merely about style and form.

Jay will be joined by Senior Product Designer from Twitter, Miki Setlur, to look at how one of the world's largest and most successful social media platforms has integrated design into their DNA.

Program

7:30am Stand-up networking breakfast

7:45am **Introduction**
Ken Cato AO

7:50am **Presentation**
Jay Greene
Design Is How It Works

8:20am **Case Study**
Miki Setlur
Senior Product Designer - Twitter

8:50am Open Forum

Session times are correct at time of printing and are subject to change prior to the event.

This event is followed by the Design for Business: Research Conference at the National Gallery of Victoria commencing at 10:00am. Multi-event tickets are available for purchase. These events are a satellite of the agIdeas International Design Forum 25th Anniversary.

Venue

Great Hall
National Gallery of Victoria International
180 St Kilda Road

Tickets

Professional \$120
Student \$95

Multi-Event Tickets

Design for Business: Research Conference and Business Advantage: Breakfast Seminar

Professional \$370
Student \$245

To view further multi-event tickets to Ideas on Design events visit ideasondesign.net.

Ticket price includes GST. Subject to booking fee.

Purchase

To speak to someone regarding the purchase of tickets to the Business Advantage Breakfast Seminar, or any of our other events, contact;

ideasondesign.net
tickets@ideasondesign.net
+61 3 9416 2966

Cover Image

Igarashi Takenobu

Keynote Speakers

Jay Greene

Author, *Design Is How It Works*

Jay Greene, a business reporter for *The Seattle Times* and previously *BusinessWeek* magazine's Seattle bureau chief, has chronicled the rise and fall of corporations for nearly three decades. One thing he's learned along the way is that companies that don't build lasting bonds with their customers are the ones most likely to become irrelevant. His book, *Design Is How It Works*, shows how some of the world's smartest companies have used design to create more than beautiful products. They've used great design to breed loyal customers who help propel themselves ahead of their competition. The book has been translated and published into several languages including Chinese and Thai. He's also won several awards, including the Best In Business Award for Explanatory Journalism from the Society of American Business Editors and Writers for a series he wrote in 2012 on the life cycle of an iPhone.



Miki Setlur

Product Design Chair AIGA

Senior Product Designer – Twitter

Miki Setlur is a Senior Product Designer at Twitter, crafting part of the system that enables his team to design for over a quarter of a billion people. He works on projects ranging from foundational design frameworks to high growth emerging markets initiatives. Previously, Miki was at Evernote leading the design of Evernote for Android to become one of it's top apps, reaching millions of users, consistently in editor's choice and named one of Google's Best Apps of 2012. Before Evernote, Miki led top-tier clients in insurance, banking and education to meet customer needs and business goals through elegantly designed product experiences. He is a board member and the Product Design Chair of AIGA's San Francisco chapter, the American professional association for design. He leads a new series called Designing Products that helps existing and upcoming product designers hone their craft and learn from each other through hands on workshops and conversations.



Other Events in the Business Program

Design for Business: Research Conference **12-13 May, ACMI and NGV International**

We invite those interested in the Business Advantage Breakfast Seminar to attend the proceeding Design for Business: Research Conference. In its fifth year, this trans-disciplinary conference brings together international scholars, researchers and professionals to present the latest studies on the role of design as a strategic resource in the development of new business platforms, communication strategies, products and services.

Professor Cees de Bont, Dean of the School of Design – Hong Kong Polytechnic University, will present a keynote on the opportunities for companies who have designers that can integrate between people and technology in the Chinese market.

Designing Products: Get hands on with Twitter, Pinterest and fuseproject

In partnership with San Francisco Design Week, and its Executive Director Dawn Zidonis, Ideas on Design is proud to present design experts for an exclusive Designing Product Masterclass. Miki Setlur of Twitter, Mia Blume of Pinterest and Amina Horozic of fuseproject, will give you a peek behind the scenes at how companies from the Bay Area approach designing products through design-led strategies.

For more information visit ideasondesign.net



The Business Advantage Breakfast Seminar is a landmark event at the annual Melbourne International Design Week. The program is presented by Ideas on Design in partnership with the Naomi Milgrom Foundation and the State Government of Victoria.

Presented by

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