

DESIGN MEETS BUSINESS @CBS

2. December 2010

Copenhagen Business School, Solbjerg Plads 3, Room 207

Join us for presentations, inspiring discussions, networking, and a hands-on workshop. You will hear about the latest research on strategic design, experiment with design thinking tools, and see how leading companies are changing ways of doing business. You will also have a chance to hear about and contribute to the curriculum design of our new minor program for educating the next generation of strategic designers.

WHO SHOULD ATTEND?

Business executives who want to create business value and strategic impact through design. Designers who want to turn design into a high-value business resource. Business, design, and engineering students who want to be the innovators and the design thinkers of the future.

PROGRAM

- 10:00 Welcome – *Tore Kristensen*
- 10:15 Strategic Design: What is the Fuss All About? – *Suzan Boztepe*
Core Elements of Design Strategy – *Jesper Clement*
Practical Experiences – *Designit & AMBU, Coloplast*
- 12:00 Lunch
- 13:00 Design Thinking Workshop – *Designit*
- 15:30 Educating the Next Generation of Strategic Designers:
Design Minor at CBS – *Tore Kristensen*
- 16:00 Discussion & Networking

REGISTRATION

The seminar is free but space is limited. So please register early by contacting Ms. Majken Lerche Møller at mlm.marktg@cbs.dk or 3815-2126



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