

REGISTRATION FORM

Name : _____

Designation : _____

Company / Institution : _____

Address : _____

Phone : _____ Fax : _____

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Participation details

Please tick (✓) the options column to indicate your choice of topic(s). For multiple bookings, please make copies of this form. To register, please email the registration form to gladys@red-dot.sg or fax to 6534 7141.

Design for manufacturing and assembly		Options (✓)
<i>By Dennis Low – Gencast Design * All sessions of "Design for manufacturing and assembly" will be postponed. Please find the rescheduled dates below</i>		
Monday, 21 April	Basic conception	
Monday, 28 April	Planning and definition	
Monday, 5 May	Design for manufacturing and assembly part 1	
Monday, 12 May	Design for manufacturing and assembly part 2	
Monday, 26 May	Prototyping	
Monday, 2 June	Testing and evaluation	
Intellectual property protection for your designs		
<i>By Gregory Ong – Gregory Ong & Co.</i>		
Tuesday, 8 January	How to protect your designs – exploring strategies for Intellectual Property Protection	
Tuesday, 5 February	Leveraging on your designs – the legal and commercial issues involved	
Tuesday, 4 March	Intellectual property infringement and enforcement	
From concept to commercialisation:		
De-bunking the myths of marketing and building a sustainable value proposition		
<i>By Regina Chua – Discipline Dynamics</i>		
Tuesday, 15 January	How to integrate design into marketing framework?	
Tuesday, 19 February	How to create a link from design to audience segmentation?	
Tuesday, 11 March	How do you link design and the value proposition?	
Tuesday, 15 April	How do you apply the 4ps of marketing when designing for a product?	
Tuesday, 13 May	How do you tailor your messages to different audiences?	
Tuesday, 10 June	How do you optimize your marketing dollars to build your brand?	

PAYMENT should be done by cheque, and payable to red dot Singapore Pte Ltd. Please write your full name, company / institution, and contact number, at the back of the cheque, and send the payment to:

red dot Singapore Pte Ltd, 28 Maxwell Road #02-15, red dot Traffic Building, Singapore 069120

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