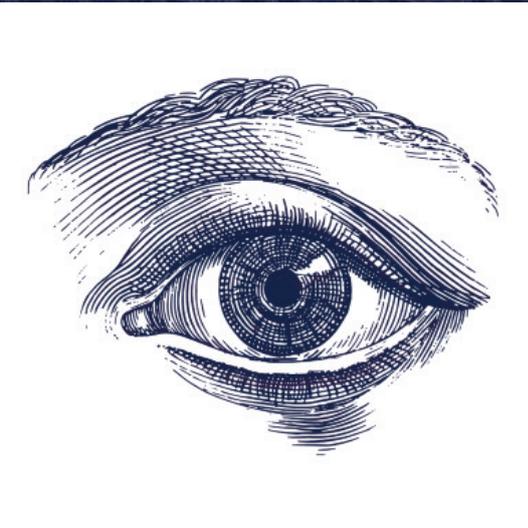


2017 IBDA

Seminars for Design Decision-Makers



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Introduction:

The IBDA recognises that sustainable evolution and excellence in banknote design and issuing can only be achieved through convergence of all actors involved in a banknote design project. We enjoy direct communication channels with such actors via our range of conferences, publications, newsletters, educational programmes and on-line resources. To date our activity has already made a difference in the way banknotes are designed and the skills of those who design them. We enjoy a global membership base of almost 200 international central banks, banknote printing organisations, design studios, technology developers and forensic/research organisations. However in order to further promote and support knowledge convergence within our community and ensure that decision makers have all the facts when they need them we must do more and widen the scope of our international reach.

Seminar Objectives:

We now wish to reach out and develop a stronger relationship with the Decision-Makers in our community. Design Decision-Makers have the power to ultimately determine the success or failure of any banknote design project. In order for decision-making to be effective, it must be based on facts, demonstrated competencies, the experiences of others and neutral expert advice. The IBDA is uniquely positioned to provide a forum for Design Decision-Makers to get fully up to speed on the very latest threats, technologies, trends, techniques, strategies and approaches employed in the elaboration of a new series project. We have developed the 2017 IBDA Seminars for Design Decision-Makers to allow Design Decision-Makers develop a greater awareness of the internal and external challenges and developments that confront a modern design team in their day-to-day work. We have assembled a panel of industry-recognised experts on a range of subjects and packaged their advice and experience into several highly-focused seminars. These intense and subject-specific seminars will significantly enrich your knowledge and decision making acumen and require only a limited investment of your time away from the work-place.

Seminar Delegates:

IBDA Seminars for Design Decision-Makers will be of interest to management-level professionals involved in the banknote design and issuing process. In particular we encourage delegates with the following profiles to attend our seminars:

- » Central Bank Design Project Managers
- » Central Bank Cash Department Management
- » Central Bank Research Team Managers
- » Banknote Printing Works Management involved in new design projects
- » Forensic and Adversarial Analysis Professionals
- » Design Studio Managers

Seminar Leaders:

All IBDA Seminar Speakers are considered to be experts in their specific field and have been selected based on their knowledge and competence in their specific fields. The IBDA has developed a strong reputation for the quality and highly technical content of our conferences and seminars. Since no commercial representation is permitted at our events, seminar delegates are free to listen and learn from speakers who will focus on the technical and practical aspects of their presentation subject, in a neutral and highly objective manner.

Seminar Format:

- » The IBDA Seminars for Design Decision-Makers
- » Duration: 2 days
- » Language: English

Seminar Venues:

The 2017 IBDA Seminars for Design Decision-Makers will be held in cities which enjoy easy access by rail, air or private transport to ensure that you spend a minimum amount of time travelling and a maximum amount of time developing your knowledge and skills. Each location has been selected also because of the presence of a centre of knowledge or expertise corresponding to the seminar theme.

Seminar Materials:

All IBDA Seminars for Design Decision-Makers are supported with a complete set of documentation and files to allow you enjoy the benefits of the skills acquired upon return to your day-to-day professional activity.

Seminar Programme:

N°	Seminar Focus	Description	Dates	Venue
1	The Constant Counterfeiting Threat What Decision-Makers Need to Know and How to Stay Ahead	A comprehensive and up to date review of the 5T's of Counterfeiting by world leading experts: 1. Threats 2. Trends 3. Types 4. Techniques 5. Technologies	11-12 April 2017	Copenhagen, Denmark
2	Banknote Design for Decision-Makers The Essentials for a Successful New Series Project	A series of presentations and exercises on the theme of achieving success with your new series project. Case studies, approaches, techniques and strategies explained by central banks and leading experts	20-21 June 2017	Madrid, Spain
3	Making Banknotes Work for all Users (machines & people)	An essential exchange of perspectives, knowledge and experience on the subject of making banknotes meet the needs of all users. A series of workshops and presentations by industry experts and scientific researchers.	30-31 October 2017	Geneva, Switzerland

10 Good Reasons to attend the 2017 IBDA Seminars for Design Decision-Makers

In response to some questions concerning why a banknote designer or a professional active in banknote design projects should attend the 2017 series of IBDA Seminars, we have developed the following 10 Good Reasons to Attend the IBDA Seminars for Design Decision-Makers:

1. Stay informed on the latest in design technology developments and processes
2. Keep up to date on the very latest security features, substrates and integration techniques
3. Develop a structured approach and process for the creation of a new banknote series
4. Adopt a set of demonstrated best practices when developing a new banknote series

5. Enrich your knowledge on specific subjects such as machine readability, perception science, project planning, and design trends and what the future will hold for all.
6. Be aware of the latest counterfeiting trends, threads and challenges to the designer
7. Gain a broader perspective on banknote design and widen your international contact network with designers, developers and suppliers
8. Develop new skills and practical know-how during highly interactive banknote designer workshops led by industry experts and tech developers
9. Learn how some of the most striking banknotes have been developed via a series of case studies and specimen workshops
10. Gather precious reference information, publications and technical issued during the conference

A Small Investment in Time will Deliver a Quantum Return on Investment at our Seminars:

The IBDA Seminars for Design Decision Makers are the only dedicated events for professionals active in new banknote design projects. This unique series of seminars event has a strong technical focus and the absence of any commercial representation (sales/marketing) facilitates the free exchange of info and experiences. By sharing experiences with your international counterparts you will widen your contact network and develop a resource pool that can help and support you in design projects. Design professionals openly declare that their day-to-day design activity has significantly improved following their attendance at previous IBDA Seminars.



Seminar Registration Fees:

The IBDA Seminar for Design Decision-Makers registration fee can be paid according to the amount of seminars you wish to attend in one annual cycle as follows:

N° of Seminars you wish to attend	Total Cost (Euro)
1	1,450
2	2,500
3	3,750

The appropriate registration fee is payable upon confirmation of your attendance. This fee covers all conference and related expenses including access to the main seminar sessions, seminar materials, lunches.

A special discounted hotel rate will be negotiated by the IBDA for the period of these seminars and will not exceed Euro 250 per night. In addition to the registration fee and hotel costs you should also budget for your travel costs when submitting your request to attend the IBDA Seminars for Design Decision-Makers to your management.

If you are interested in participating in 2017 IBDA Seminars please complete the preliminary registration form below and send it back to the IBDA by fax or email. You may also register on-line for the IBDA 2017 series of seminars via the IBDA website www.ibd-association.com by clicking on the relevant link. You may wish to include a copy of this preliminary registration form in your request to your management.

2017 IBDA Seminars for Design Decision-Makers Expression of Interest Form

Please tick the boxes where indicated and complete the registration form with your full details.

I wish to attend the following 2017 IBDA Seminar/s:

1. The Constant Counterfeiting Threat: 11-12 April 2017, Copenhagen, Denmark
2. Banknote Design for Decision Makers: 20-21 June 2017, Madrid, Spain
3. Making Banknotes Work for all Users: 30-31 October 2017, Geneva, Switzerland

My details are as follows:

Full Name:

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Organisation:

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Title:

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Email Address:

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Postal Address:

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Street, Area:

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City Postcode:

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Country:

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Signature:

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Date:

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PLEASE FAX BACK TO INTERNATIONAL BANKNOTE DESIGNERS ASSOCIATION on:

+ 41 21 784 27 68 or send scanned .pdf file to info@ibd-association.com



International Banknote Designers Association

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