

2019 IBDA

Banknote Design Seminars

for Designers & Design Decision Makers



2019 IBDA

Banknote Design Seminars

for Designers & Design Decision Makers

Introduction:

The IBDA recognises that sustainable evolution and excellence in banknote design and issuing can only be achieved through the convergence of all actors involved in a banknote design project. This must include the following:

- » Designers
- » Issuers/Central Banks
- » Printers
- » Technology Developers
- » The Public
- » Cash-Cycle Actors
- » Scientific Experts (Perception/Adversarial Analysis/Special Needs etc.)

In order to further promote and support knowledge convergence within our community and ensure that banknote design projects are supported by access to expert resources, information and hard facts we have organised a series of IBDA Banknote Design Seminars for 2019.

Seminar Objectives:

Collectively all actors providing inputs to a design project have the ultimate responsibility and power to determine the success or failure of the project. The IBDA is uniquely positioned to provide a forum for banknote design professionals 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 2019 IBDA Banknote Design Seminars to allow you 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 Banknote Design Seminars 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 Banknote Design 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 Venues:

The 2019 IBDA Banknote Design Seminars 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 and all delegates will enjoy a visit to these centres as part of the seminar programme.

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:

The IBDA will run 3 seminars in 2019. One of these seminars is specifically dedicated to the World Banknote project (WBP) and the valuable information and outputs generated during the series of WBP Presentations at the 5th IBDC in September 2018.

The other two seminars are being staged in Latin America and Europe according to the following programme:

N°	Name	When	Where	What	Days
1	IBDA World Banknote Project Output Meeting	12-14 March 2019	Lisbon	Review of WBP Outputs by IBDA, Designers, Central Banks and Tec Dev	1.5
2	IBDA New Series Review Seminar	June 3 2019	San José, Costa Rica	Review of recent new banknote series from around the world	1
3	IBDA User Behaviour Seminar	10-11 September 2019	Birmingham	Designing for the User Experience	2

1. IBDA World Banknote Project/Banknote of the Future Output Meeting (12-14 March 2019)

Day 1

1. Introduction/Recap
2. Bringing Energy to Banknotes
3. The Connected Banknote
4. Merging Credit/Debit Card Utility with Banknotes
 - a. Discussion
5. Movement & Effects: More or Less & Why
6. Simplicity or Complexity: Which Works Best & Why
7. Designing for the User
 - a. Discussion
8. Horizontal or Vertical: Which Format & Why
9. Round Edges – Challenges and Making it Possible
10. Universal Access & Inclusion
 - a. Discussion
11. Personalisation of Banknotes: Technologies & Reasons Why/Why Not

12. Universal Currencies: A Dream or An

13. The Battle for Banknote Real Estate: Who Will Win & Why
 - a. Discussion

Day 2

14. TRUST – How Can we Create this via a banknote
15. TRUST – How the Designer Creates it
16. TRUST – Merging Design & Intaglio to create TRUST
 - a. Discussion
17. Future Requirements for Machine Readability
18. The evolving global counterfeiting ecosystem
19. Adversarial challenges for the future
 - a. Discussion

2. IBDA New Series Review Seminar (03 June 2019, Costa Rica – In Partnership with the HSP Latin America Conference)

New Series Banknotes: Lessons Learned and How You Can Apply This in Your New Series. A portfolio of 10 presentations on new series projects will be delivered with corresponding panel discussions on:

- » Lessons Learned during a New Series Project
- » Success/Failure – How to measure
- » Meeting the Users Expectations
- » Ensuring functionality for the emerging cash cycle architecture
- » Respecting Budgets/Timelines – Tips for Success
- » Key Factors for Success in a New Series Project

3. IBDA Seminar on User Behaviour (10-11 September 2019)

This seminar marks the culmination of several years' work by the IBDA User Behaviour and Perception Working Group (UBPWG). This event will consist of a 1.5 day programme of presentations around the following subjects by industry, academic and scientific experts:

- » The Banknote User – Understanding how he/she thinks and acts
- » The Banknote User Experience – What exactly is this and why is it so important
- » The Banknote User Transaction Process – How banknotes are actually used in the 'Real World'
- » Designing Features for the Banknote User
- » Designing a Banknote Landscape for Visual & Tactile Exploration
- » Factors Influencing the Banknote User Experience
- » New Scientific Models for understanding the Banknote User
- » Perception testing and what value can it create
- » Using perception studies to support data-driven decision-making
- » Linking User Behaviour to Education & Communication Programmes
- » Measuring the Impact & Success of Education & Communication Programmes

On Day 2 of this event delegates will have the opportunity to visit the University of Birmingham Department of Cognitive Neurosciences and tour the perception testing laboratories. Delegates will also be invited to participate in a short series of workshops on the subject of Perception Science.

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

The IBDA Banknote Design Seminars 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 2019 IBDA Seminars registration fees are as follow:

Lisbon:	EUR 1000
Costa Rica:	EUR 1000
Birmingham:	EUR 1750

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, dinners and refreshments.

Preparing Your Budget/Securing Approval to Participate

The IBDA recognises that for most Members, you will be required to prepare your budget and solicit approval to participate in the 2019 IBDA Banknote Design Seminars already in 2018. In order to do so we have assembled the following information to allow you submit a request to participate in these seminars to your management.

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 Banknote Design Seminars your management.

10 Good Reasons to attend the 2019 IBDA Banknote Design Seminars

In response to some questions concerning why a banknote designer or a professional active in banknote design projects should attend the 2019 series of IBDA Banknote Design Seminars, we have developed the following 10 Good Reasons to support your participation:

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 workshops
10. Gather precious reference information, publications and technology information



2019 IBDA Banknote Design Seminars

Expression of Interest Form

In order for us to gauge the level of interest for each 2019 IBDA Banknote Design Seminar we kindly ask you to complete the following Expression of Interest Form and return it to us. Please note that this is not a firm commitment to attend nor a registration form. It simply allows us to plan according to the levels of interest indicated for each seminar by IBDA Members and Partners.

Please tick the boxes where indicated and complete the Expression of Interest form with your full details.

I wish to attend the following 2019 IBDA Seminar/s:

- 1. IBDA World Banknote Project Output Meeting:
› 12-14 March 2019, Lisbon. Portugal
- 2. IBDA New Series Review Seminar:
› 03 June 2019, San José, Costa Rica
- 3. IBDA User Behaviour Seminar:
› 10-11 September 2019, Birmingham, UK

Email Address:

Postal Address:

Street, Area:

City Postcode:

My details are as follows:

Country:

Full Name:

Organisation:

Signature:

Title:

Date:

Please return a scanned copy (.pdf) of your Expression of Interest Form to info@ibd-association.com



International Banknote Designers Association