



APDF
Association
of Professional
Design Firms

"I didn't have time for an MBA,
so I joined APDF."

Mark VanderKlipp
President, Corbin Design, Traverse City

"The advice I received from the APDF
Listserv helped me in making changes to
the way I do business. By implementing
the APDF member recommendations,
my firm will see savings worth many
years of APDF dues."

Andy Moulds
Principal, MindFlow Design, San Diego

"APDF is unique because of an
unbelievable level of sharing and
transparency. Members know exactly
what you're facing in your business."

Ronna Chisholm
President, CFO, Dossier, Vancouver

"I believe that APDF has had direct impact
on our firm. APDF members care about the
same things I care about. We encounter
similar business issues and somebody has
the answer."

Bethany Haley
President, Brand Strategist, Savage, Houston

"In the early days of Cooper, we were
figuring out how to make our business
work while pioneering the new discipline
of interaction design. Every APDF member
we met was generous with insight into
their best practices. Today, we still rely
on APDF for continual inspiration on the
business of design."

Sue Cooper
CEO, Cooper, San Francisco

"APDF provides a forum for sharing
a wealth of knowledge and insights
that only design firm owners and
leaders can provide. APDF is also an
excellent resource for developing the
next generation of leaders within our
management team."

Gary Baker
President, Baker Brand Communications,
Santa Monica

"APDF offers a welcoming and open
environment to discuss business issues
with others that are walking in my
same shoes."

Brian Matt
Founder and CEO, Altitude, Boston

"I took the advice APDF offered at an
Exchange and doubled my workload.
The people and friends I made at APDF
are close to my heart and always will be."

Andrew Cantor
President, Cantor Design, New York

APDF is a business management organization for design firms

Design firms join APDF to give their leaders access to an
unequaled resource of business information, expertise
and experience. Professional insights, successes, failures,
challenges and inspiration are shared in confidence between
members from multiple design disciplines, all time-strapped
design business owners and managers walking in the same
shoes. APDF is peer-to-peer interaction at its most valuable
and effective.

Business focus:

Practical, tactical and actionable information and expertise about what
contributes to maximum design business success

Top-tier peer-to-peer networking:

Only design firm owners, top-tier managers and decision makers, all
intensely focused on improving their business performance

Established and growth-ready firms who mean business:

Member firms' staff size ranges from 5 to 300; in business between
5 to 30+ years

Valuable cross pollination of ideas and expertise:

Members represent many different design disciplines including identity,
experience, interactive, environmental, brand, packaging, interaction,
innovation, product, engineering and industrial design

Members gain access to:

- Highly valuable benchmarking and best-practices resources
- Unique, confidential peer-to-peer information exchange
- The equivalent of a large expert advisory board of peers
- Relevant, timely resources specifically tailored to them

The APDF Exchange

The APDF Exchange offers platforms for peers to exchange best practices
information and learning from thought leaders and each other. We then
share the results of these exchanges for the benefit of the membership.

Exchanges cover one of four key topics per quarter:

Q1 Talent	Q2 Leadership	Q3 Operations	Q4 Marketing
<ul style="list-style-type: none">• HR• Attraction• Retention• Work styles• Creativity• Training	<ul style="list-style-type: none">• Vision• Strategy• Behavior• Management Styles• Change	<ul style="list-style-type: none">• Work Process• Efficiency• Finances• Project Management	<ul style="list-style-type: none">• Positioning• Trends• Communications• Business Development

Events:

Four quarterly Exchanges—focused, topical events with outside expert
presentations and intense, organized peer-to-peer sharing.

Webinars:

One-hour webinars expand on the topics covered at live events. Presenters
include members and invited outside experts.

Discussion groups:

Immediate, daily peer-to-peer feedback and interaction between members
takes place within the APDF Listserv group where members ask questions,
share experiences, test ideas and inquire about timely issues.

Surveys:

Insider information and benchmarking tools including a financial
performance survey, a unique tool for managing and predicting key financial
metrics, and quarterly "temperature checks" that cover key indicators such
as hiring, work in the pipeline, profit, etc.

Sharing:

In addition to the survey results, members have access to summary notes
of live event presentations, webinar recordings and archive of Listserv
discussions on the APDF website.