

Estonian Association for Quality and Estonian Design Centre invite you to attend management conference

QUALITY BY DESIGN

on the **27th of November 2014**, Tallinn, Estonia

Two keynote speakers hold also workshops on the **26th and 28th of November**. The themes of half-day workshops are **Never Stop Innovating** by **Peter Merrill** and **Leading the Lean Transformation: Removing the Process Waste** by **Greg Watson** respectively.

The main topics of the conference are design and leadership, innovation and quality, their synergy and capability to create new opportunities. We are looking for the common grounds of quality and design management in the widest sense of the concepts. Design and Quality are the keywords describing today's successful and innovative organizations. They share the same principles of Excellence – adding value for customers, involving people and creating a nurturing environment for creativity and innovation, agile process management, sustainable and responsible action, results orientation, continuous improvement and learning, leadership with inspiration and vision.

We are sharing experiences and seeking fresh ideas, attempting to answer the following questions:

- How to unite design and quality in a holistic product development process?
- Which are the innovative business models, helping to be successful in a complex and uncertain, constantly changing world, full of risks and opportunities?
- How to inspire and involve people through clear vision and inspiring leadership?
- How to understand customers and their future needs, designing products, services and processes that meet these needs?
- How to be quick and flexible, adapting to the changing environment with agile and efficient processes?
- How to be successful through socially responsible behavior, caring for different stakeholders and environment?

The Keynote Speakers are management and quality guru **Greg Watson** from Finland, innovation expert **Peter Merrill** from Canada and **Anne Dorthe Josiassen** from the Danish Design Centre.

Several organizations from Estonia and abroad are ready to share their stories and best practices, including **Metsä Fiber, Cleveron, Metaprint, Estonian Road Administration, Stratox, La Muu** and others
The conference is moderated by the President of Innovation Academy **Alar Kolk**.

For more information and registration visit <http://eaq.ee/en/articles/conference-2014-quality-design>

Welcome to Estonia!

Tiia Tammaru
Chairman of the Board
Estonian Association for Quality
tiia.tammaru@eaq.ee