

Free Seminar

15th January 2018 (Monday)

7:00 p.m. – 9:00 p.m.

Design Thinking

Seminar Details

Speaker	Mr. David Kwan
Language	Cantonese with materials in English
Venue	Six Sigma Institute Unit 1627, 16/F Star House, 3 Salisbury Road, Tsim Sha Tsui, Kowloon
Fees	Free of Charge, HKQMA Members and Organizers Members and Supporting Organizations Members
Deadline for Enrollment	Please return your Reply Slip before 10 th January 2018
Registration	30 (Registration will be made on a first-come, first-served basis. In case of over enrolment, priority will be given to HKQMA member.)
Enrolment & Enquiry	Hong Kong Quality Management Association Ms Ann Sit Tel: (852) 2581 2210 Email: enquiry@hkqma.org

Introduction

Design Thinking, as it's name implies, is about the way of thinking of professional designers. Design, by nature, is about presentation of functions to their user and aesthetics is only part of design – in contrast to common perception that design is all about 'looking good.' If you are thinking about how to solve a problem, you are designing.

It is first started at IDEO and, then, was popularized by the design school of Stanford University. Now the d. school at Stanford is dedicated to the teaching of Design Thinking to people beyond the design profession.

Design Thinking is often described as human-centered design method and is applied to create – other than tea pots and chairs – solution to real life problems. Many companies and organizations applied techniques from Design Thinking to innovate problem solving and product development and obtained good results.

Design Thinking techniques are good complement to the good and well-tested scientific and engineering thinking when dealing with problems affecting people and has been praised as 'the' innovation and product development tools

In the seminar, the speaker will discuss the basic concept and application of Design Thinking.

Speaker:

Mr. David Kwan is an experienced automation and mechanical system designer consultant. He is a MATriz certified Level 3 Triz specialist. He is also one of the founding director of ISI-HK.

Supporting Organizations

PERSONAL DATA COLLECTION STATEMENT 個人資料收集聲明

The personal data provided on this form is used by HKQMA for purposes related to the processing of enrolment and course administration. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to and make correction of their personal data.

申請人於此表格提供的個人資料，本會只會用作處理報名及課程行政的有關事宜。根據個人資料(私隱)條例，申請人有權查詢及更改其個人資料。

I object to the proposed use of my personal data including, without limitation, name, age, gender, phone number, fax number, job title, academic and professional qualification, correspondence address and email address (“Personal Data”) for the purpose of sending me information relating to HKQMA's latest developments, job matching support services, training courses and related events, and other marketing activities as may be organized by HKQMA.

本人反對香港品質管理協會使用本人的個人資料包括但不限於姓名、年齡、性別、電話號碼、傳真號碼、職位、學術及專業資格、通訊地址及電郵地址(“個人資料”)於推介本會最新發展、就業支援服務、培訓課程及相關的活動及其他由本會的推廣活動的用途。

DECLARATION 聲明

1. I declare that all information provided in this application and the attached documents are, to the best of my knowledge, accurate and complete.

本人聲明在此申請表格及隨附文件所載的資料，依本人所知均屬完整真確。

2. I consent that if admitted, I will comply with all the Rules and Regulations stipulated by the Hong Kong Quality Management Association.

本人同意如所報讀課程獲取錄，本人定當遵守香港品質管理協會所定的規則及章程。

3. I have read the IMPORTANT NOTE in this application form and understood that the details of enrolment are subject to revisions in the weekend seminar pamphlets and the latest changes in HKQMA website.

本人已細閱申請表格內的重要通知，並明白所有報名詳情均以本會研討會單張及網頁的最新修訂為依歸。

4. I understand that Personal Data collected will be used for processing application for admission, registration, academic, administrative, research and statistical purposes and will also be used for marketing purposes, specifically for the purpose of sending you information relating to HKQMA's latest developments, job matching support services, events and training courses. Personal Data will be treated in strict confidence. Unless otherwise agreed by me, Personal Data will not be transferred to any third parties.

本人明白所收集的個人資料將會作入學申請、登記、學術、行政、研究、統計及市場分析及用於推介本會最新發展、就業支援服務、活動和培訓課程的用途。個人資料會嚴格保密處理。除非獲得本人的同意，個人資料不會轉移予第三者。

Applicant's Signature
申請人簽名

Date
日期

*** Welcome to Join the Free Seminar ***

REPLY SLIP

Email to: enquiry@hkqma.org

To: Ms Ann Sit (HKQMA)

Please reserve me.....seats for the free seminar on **15th January 2018 (Monday)**.

I understand that this seminar is free for HKQMA members. Any guests must be accompanied with HKQMA members.

Full Name:(English) Membership Number:

Address for Communication:

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Organization/Company

Name:

Position: Industry:

Mobile Numbers: Telephone Number:

Email Address:

Note: Successful applicants will be notified by email or phone. For enquiry, please contact Ms Ann Sit at (852) 2581 2210.