Operational Research and Design – Developing the Dialogue

Tuesday 10th March 2015   10.30am – 4.00pm
RIBA, 66 Portland Place, London.

Any O.R. professional knows that clients often want support not only on *decision* analysis but also with the *design* of systems or processes. Do we know enough about the tools and skills of design?

Last year, to explore connections and synergies between the worlds of design and of operational research and to consider how these links might be usefully developed, the OR Society and the Design Society held a successful joint workshop (a report of which can be found in the April 2014 issue of "Inside O.R.").

The two societies have now arranged a further joint one-day event, featuring a range of presentations from both communities on topics of mutual interest, including some practical case studies. Confirmed speakers are:

Robert O'Keefe, Vice Principal and Dean of Management, Royal Holloway University of London
"From Analysis to Design: Why So Difficult?"

Chris McManon, former President, the Design Society
"Design Research: Three Illustrations"

Giles Hindle, Senior Lecturer, Centre for Systems Studies, University of Hull
"Using Soft Systems Methodology to Support the Design and Innovation of Business Models and Service Systems"

Camilla Buchanan, Policy Advisor Insight, Design Council and **Rob Solly**, Senior Principal Analyst, DSTL
"Applying Design Principles and Problem Structuring Methods to the Design of Public Policy"

Claudia Eckert, Professor of Design, Open University
"From Observation to Method: the Example of Engineering Change Prediction"

Martin Kunc, Associate Professor of Management Science, Warwick Business School
"Systems Thinking for Design"

Alexander Komashie, Research Associate, Engineering Design Centre, University of Cambridge
"Applying a Design Process to a Neuropsychological Rehabilitation Unit: The Role of Systems Modelling and Simulation"

Ian Newsome, Head of Organisational Development, and **Matthew Grainger**, Principal Business Change Officer, West Yorkshire Police
"Employing Design Principles and Analysis to Challenge the Policing Response to People in Mental Health Crisis"

Refreshments and a buffet lunch will be provided.

The event is free and open to all on a registration basis. Early registration is advised, as numbers will be limited.

To reserve your place go to www.theorsociety.com/oranddesignbooking