



# BIRMINGHAM MADE ME

*Smarter*

**JOBS FAIR, SKILLS SHOW AND CO-CREATION  
5-9 MAY 2014 MILLENNIUM POINT**

**THE ORIGINAL DESIGN CITY, EXPO AND AWARDS  
27-31 OCTOBER 2014 MILLENNIUM POINT**

**[BIRMINGHAM-MADE-ME.ORG](http://BIRMINGHAM-MADE-ME.ORG)**

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## **SCHOOLS PROGRAMME AND COMPETITION**

The Birmingham Made Me Design Expo is launching its 2014 Schools Programme for the second year running. All Schools are welcome to join in. There is no charge and the programme and competition are open to all schools for pupils aged 11-18 inclusive.

Birmingham Made Me Schools Programme and competition has been promoted to raise awareness of innovative career opportunities in Midlands' manufacturing, design and communications.

This year the themes are - Sustainability and Well Being - everyday life in Birmingham and the Midlands and how we - LIVE, PLAY, MOVE.

Competition submissions from all schools will be displayed as part of the Birmingham Made Me Smarter Week taking place 5-9 May at Millennium Point. Awards Winners will be displayed at the Birmingham Made Me the Original Design City Design Expo 27-31 October, Millennium Point.

To promote our programme to interested schools we have brought together the following events and participation is open to all on a first come basis as places are limited.

Please contact Beverley Nielsen on [Beverley.nielsen@bcu.ac.uk](mailto:Beverley.nielsen@bcu.ac.uk)



## 1. Schools Programme Launch Event

29th January, 1330-1500, BCU Parkside, room P244

Time	Teacher Activity	Student Activity
13.30-13.40	<b>Introduction to the Design Expo</b> - Beverley Nielsen, BCU	
13.40-14.40	<b>Full Schools Design brief</b> – resources available and process for submission and sign-up for extra activities - Will Evans	<b>Idea Generation</b> – students inspired to create the first seeds of their entries into the Design Competition.
14.40-14.55	<b>Keynote Manufacturing Speaker</b> - Bill Good, CEO, Diverco, Warden, Birmingham Assay Office, Director, England China Business Forum	
14.55-15.00	<b>Thank you and close</b> - Beverley Nielsen, BCU	

## 2. Schools Programme Lecture Morning

12th March 9.30-12 midday, BCU Parkside, room P244

Time	
9.30-10.00	<b>Arrival</b>
10.00-10.10	<b>Welcome and Introduction</b> - Beverley Nielsen, BCU
10.10-10.50	<b>Designing next generation sustainable and high performance sports cars</b> - Jon Sandys, Principal Design Manager, Jaguar
11.10-11.30	<b>Coffee Break</b> – to include activities and networking
11.30-12.00	<b>Graphic Design and Communications</b> - Deb Hepburn, Director, RBH; Founder Young British Designers (YBD)
12.00-12.15	<b>Opportunities in Design and Engineering in the Midlands</b> - Simon Topman, Chief Executive, Acme Whistles; Chairman, Millennium Point
12.15-12.20	<b>Thank you and close</b> - Beverley Nielsen, BCU

## 3. Schools Programme Expert Visits

26th March 2014

There are a wide range of experts available for schools to book to deliver talks, practical sessions and masterclasses in school on subjects across the design sector.

