

Message from the Chair

A quick message this time... left this even later than usual, so am being chased by an increasingly frustrated editor.



Martin Stevens

The main SSRG news at the moment is the new look (Logo, stationery style etc), which is being developed. This idea was initiated after some negative feedback

about the current 'look and feel' of SSRG material, which was seen as 'very 80s but not in a good, retro way'. I heard these messages about our current look repeated several times by members at the Annual Workshop.

Those of you who were at the Annual Workshop may have been accosted by our very own market researchers, asking for your views on the existing logo and some ideas for a revamp. We had the chance of working with students, on a Design Management degree course, who were able to do this work for SSRG (for free) as their

final year's project (thanks to David Allan for making the arrangements). We now have a good prototype new logo, which just needs minor refinement, before we launch next year (to allow us to use the old stock of marketing materials).

Style over substance? No. I think a good case can be made for developing our 'look' as part of the marketing work I have described in previous messages. We are not spending any less effort on developing a programme of events, activities and publications, but a new look will help us in

SSRG EVENT - 2008 Annual Workshop Chancellors Conference Centre, University of Manchester

*Monday 7th, Tuesday 8th and Wednesday 9th
April 2008.*

The annual workshop has been staged at Chancellors on two previous occasions – in 1998 and 1999. The venue is set in five acres of landscaped gardens, and yet only three miles from Manchester city centre.

Up to 75 ensuite bedrooms (all non-smoking) are available, furnished to 3 star standard and equipped with a desk, direct dial telephone, television, hair dryer and tea and coffee making facilities. Internet access is also available. Even a bed!



Chancellors Conference Centre