



## **Autodesk User Group International Chooses UK for Design Academy Launch**

Two-day event will help Autodesk design software users sharpen skills, enhance creativity and learn from other professionals

Autodesk User Group International (AUGI) is holding its first-ever Design Academy, a two-day training and networking event for users of Autodesk 2D and 3D design software for the manufacturing, building and construction and media and entertainment markets. The event, the first in a series to be held worldwide, will take place at the Hilton Metropole, Birmingham, 13 - 14 November, 2007.

Highlights will include industry-specific tracks with advice on boosting productivity and improving efficiency, talks by renowned global and local industry experts and exclusive previews of new Autodesk and third party developers' software.

AUGI says that it has chosen the UK to launch the Design Academy because of its large Autodesk user community and its burgeoning industry growth. It predicts the two days will attract up to 500 UK and Northern Ireland users and will offer more than 50 classes.

Hosted jointly by AUGI and Autodesk, the event will be modelled on the highly successful Autodesk University Conference and Exhibition (AU), Autodesk's worldwide user community event held annually in the US. Last year's AU featured more than 500 classes and attracted nearly 7,500 attendees.

"AUGI is dedicated to helping its members get the most out of the design tools they use everyday, solve design challenges, and maximise their productivity so they ultimately boost their bottom line," said Rich Uphus, global executive director of AUGI. "We are offering our UK community their own version of Autodesk University with intensive training and development, access to experts from around the world and a rich networking environment."

## **AUGI Design Academy Agenda**

The programme has been designed to provide opportunities to learn new skills and build valuable business relationships. It includes:

- Valuable general advice on design and drafting plus tailored tracks civil engineers, architects and other built environment professionals, product designers and manufacturers and media and entertainment professionals. There will also be courses specific to CAD management.
- Speakers will include: Lynn Allen, Cadalyst columnist and worldwide Autodesk technical evangelist; Matt Murphy, who for the past 12 years has served as chair of the Autodesk Training Centre Advisory Board and Executive Committee and is an Autodesk Approved Instructor and Certified Technical Trainer and Robert Green, an internationally-known author, teacher, and consultant with 21 years of CAD experience in a variety of applications.
- Professional development and networking opportunities with skilled instructors and other design and engineering professionals and peers inside and outside of the classroom.

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## **Notes to editors**

### **About AUGI**

Founded in 1990, AUGI is the Autodesk User Group International organisation, officially recognised by Autodesk as representing the Autodesk user community. AUGI is an independent organisation, closely tied to Autodesk, but not part of it. Autodesk participates as an AUGI sponsor. Current membership exceeds 100,000 Autodesk product users. Approximately 42% of the AUGI membership is from outside the US, representing more than 195 countries. AUGI is led by a Board of Directors consisting of eight members. Membership is free and funding is generated by sponsorships. For additional information, please visit <http://www.augi.com>.