

Delivery of Value Through Modelling**Date:** 20th May 2010**Venue:** Centre for Process Systems Engineering, Imperial College, London

Modelling is a powerful tool which can deliver real value, through application and innovation, to the nano, chemical and process industries.

There is a strong need to communicate the business value that modelling can deliver to management, of all levels, and practitioners, to showcase strong case studies, which demonstrate where its use has been most impactful.

Whilst the ambition exists to relate molecular modelling (research) right through to manufacture, the current state-of-the-art for modelling demonstrates good examples of value delivery at different length scales. These success stories must be widely communicated to increase uptake of modelling and exploit the commercial opportunities that its use delivers.

Who should attend this event?

This event will bring together key industrialists and industry focussed academics, with the aim to give delegates the compelling evidence and resources which demonstrate the value of modelling, such that they are able to either influence decision makers within their organisation or make funding decisions with confidence.

It will showcase, through industrial case studies, where modelling has delivered value across the sectors and gives the opportunity for modelling “suppliers” to describe the current cutting edge approaches, with their own emphasis on case studies

The event also includes a Q&A “Modelling surgery” which will allow delegates’ modelling questions to be answered.

Provisional Programme

Full detail on speakers will follow

- 9:45 Registration & Coffee**
- 10:00 Welcome & Introduction**
- 10:15 Key Note Presentation**
“Delivery of value through multi-scale modelling”
- 11:00 Plenary Presentations**
 - 5 Industry case studies
 - “How has modelling delivered value to your business”
- 12:40 Review of Case Studies**
Why has modelling been successful?
How were the barriers to uptake overcome?
- 12:50 Suppliers’ Quick Pitches**
Suppliers technologies and approaches are introduced
- 13:10 Networking lunch**
- 13:30 Exhibition**
Time available to interact with the suppliers
- 14:30 Influencing through example**
Launch of KTN modelling website
- 15:00 Coffee break**
- 15:15 Q&A Modelling Surgery**
- 15:45 Concluding comments**
- 16:00 Event close**

The KTNs will also launch an on-line modelling resource at the event which will give the community further modelling support and will be a conduit for further networking and additional modelling case studies and business plans.

How to Register:

To register for this **FREE** event e-mail Maureen.Laughton@ciktn.co.uk or call **01928 515662**