



Market Inspired Innovation: Using Customer Insight to Drive Tomorrow's Growth

Thursday 20 May 2010

Langstone Technology Park, Havant, Hampshire, UK

Organised by SCI's Science & Enterprise Group and Thames
& Kennet Group, in association with Mindsheet Ltd



- 09:30** Registration and refreshments
- 10:30** *Keynote Address: **Building a global technology business***
Steve Barber, Chief Executive Officer, Xyratex
- 11:00** **Value of market perspectives in targeting research programmes**
Bill Stringer, Director, Chemicals Materials & Food Practice, Frost & Sullivan
- 11:25** Refreshments
- 11:50** **Infrastructure to facilitate innovation**
Liz Towns-Andrews, Director of Research & Enterprise, Huddersfield University
- 12:15** **Sustainable design – solving other people’s problems**
Mike Pitts, Priorities Manager, Chemistry Innovation
- 12:40** Discussion Panel
- 12:55** Lunch
- 13:50** **Using operational insight to develop new concepts**
Stephen Todd, Sector Consultant and Associate Fellow, Saïd Business School, Oxford
- 14:15** **Mind reading the market to come up with the next big thing - followed by a demonstration of robots**
Raglan Tribe, Managing Director, Mindsheet Ltd
- 14:40** Refreshments
- 15:05** **Launching your innovation: how to figure out what it’s worth**
Chris Chadwick, Managing Director, Innovationlaunch
- 15:30** **How to exploit legislation for innovation: the big diesel clean-up**
Andrew Ives, Past President of IMechE & former Engineering Director of Lucas Automotive
- 15:55** Discussion Panel
- 16:15** Networking and refreshments
- 17:00** Close



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Synopsis

This conference is aimed at business people looking to exploit the next cycle of growth through innovation.

Market Inspired Innovation is a structured approach for creating new products and services by putting customer insight into the earliest stages of the innovation process, transforming a hit and miss craft into a systematic process that generates new value.

Two years after the recession began, it's time to move on. Customers have been spoiled for choice as suppliers desperate for survival offered rock bottom prices, which throttled margins. In this environment how do we find time to plan for the future, and find investment for growth and innovation?

It's time to go back to the customer and tap into new sources of value, mining markets to dig out unsolved problems which lead to opportunities to create new points of difference. It's the savvy way for innovators who don't want to slug it out on price.

This event will share a rich seam of experience from innovation practitioners from varied backgrounds. You should come away with a clear view as to how your business can combine market insight with sound innovation to create tomorrow's growth.

Audience

The conference is for business executives, marketers, R&D managers and entrepreneurs, and all those responsible for creating value for customers from technology, manufacturing and services.

Please pass the flyer on to a colleague



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