

The 12th Cambridge Technology Management Symposium
21-22 September 2006, Downing College, Cambridge

Create, design, innovate

Enhancing business performance

42 Technology – BMW – Cambridge Design Partnership
Design Council – France Telecom – Imperial College
Judge Business School – Motorola – TWI
Virgin Atlantic – World Economic Forum



Create, design, innovate

Enhancing business performance

Organised by the University of Cambridge Centre for Technology Management, this annual two-day Symposium, now in its twelfth year, is a firm fixture for those at the forefront of new ideas and practical application in the field. Aimed principally at an audience of senior technology and innovation managers from companies of all sizes, it draws on leading practice and research to address the key current issues in an international context.

Programme

Thursday 21 September

09.00	Registration
10.00	<i>Workshops 1-4</i>
12.30	Lunch
14.00	<i>Keynote</i> Sir George Cox
14.45	<i>Keynote</i> Prof John Bessant
15.30	Break
16.00	<i>Case studies</i> <i>Streams 1 and 2</i>
17.30	Close
19.30	Symposium dinner <i>After dinner speaker:</i> Arnoud de Meyer, Director designate, Judge Business School

Friday 22 September

08.45	Registration
09.00	<i>Keynote</i> Clive Grinyer
09.45	<i>Keynote</i> Joe Ferry
10.30	Break
11.00	<i>Case studies</i> <i>Streams 3 and 4</i>
12.30	Lunch
13.30	<i>Keynote</i> Gert Hildebrand
14.15	<i>Keynote</i> Andrew Till
15.00	Discussion
15.30	Close and refreshments

Location

The Symposium will be held in Downing College in the centre of Cambridge. The college has on-site car parking and modern conference facilities. Accommodation is available for the nights of 20 and 21 September.

Businesses must continuously innovate to bring new products, business models and processes to market. The importance of innovation to both firms and the wider economy was highlighted in the Chancellor's Pre-budget Report last December: "The UK's economic success will depend on its ability to create new knowledge and translate it into innovative goods and services." Indeed, innovation is widely viewed as one of the key drivers for sustained economic growth.

If innovation involves the exploitation of new ideas, then an organisation's creativity is the engine room in which those ideas are generated. Firms are increasingly paying attention to their culture, processes, management style and approach to solving problems to ensure that the creative spark is given every chance to fire.

In his report to the Chancellor, Sir George Cox, Chairman of the Design Council, described design as linking creativity and innovation to shape "ideas to become practical and attractive propositions for users or customers." There is growing evidence that firms supporting this broad view of design are achieving success in the market place. Considered strategically, design should encompass all internal and external communications, products and environments in a coherent manner.

The Symposium will explore these issues from the perspective of managers in both small and large firms. This will include provocative examples from practice and recent research, together with guidance on how to implement new approaches. It will also consider how governments might positively influence innovation, design and creativity.

Workshops

Choose one of four workshops

Thursday 21 September

1. Creativity Nicos Raftis, Institute for Manufacturing

Enhancing the creativity of new product development teams is seen as an important source of competitive advantage. Even organisations with a long-standing culture of effective new product or process development are concerned with developing and sustaining organisational creativity. Sustainability is often dependent on an on-going learning process. There is wide agreement that enhancing creativity is not just a matter of tools or a predefined procedure. Managers increasingly recognise the tacit nature of essential creative skills, such as noticing ability or the ability to think at different levels of abstraction, and appreciate the difficulties in developing or transferring it to other members of the organisation. The need for a systems approach to enhancing creativity in organisations is also widely recognised. This workshop will explore:

- how different organisational factors affect creativity in the workplace
- how to manage diversity
- how to help your team develop deep skills of creative thinking such as noticing ability, abstract thinking, problem framing

2. Supporting design and innovation through government policy Finbarr Livesey and James Moultrie, Institute for Manufacturing

As production moves overseas, the UK is increasingly focusing on 'high value manufacturing'. Creativity, design and innovation have become important topics on the political agenda. However, there is strong evidence that there is an 'innovation gap' in the exploitation of the UK's science base. This workshop session explores the nature of this innovation policy gap, and will investigate the possible policy levers that a

Keynote presentations

Sir George Cox

Chairman, Design Council

Getting greater creativity into UK business

Professor John Bessant

Professor of Innovation Management, Imperial College, London and Senior Fellow (UK), Advanced Institute of Management Research

Dealing with discontinuity – managing innovation beyond the steady state

Clive Grinyer

Director of Design, France Telecom ExploCentre, Paris

Lipstick on a pig

Joe Ferry

Head of Design, Virgin Atlantic

The value of design

Gert Hildebrand

Head, Mini Design Team, BMW

Buzzword innovation: Myths, truth and pain

Andrew Till

Director of Strategy and Portfolio, Personal Devices Business, Motorola Inc

Using innovation to create industry icons

national government may pull to address this gap. The workshop will be an interactive discussion, structured around presentations of evidence on the UK's innovation performance and design/innovation related policies in a range of nations.

3. Product design critique

John Stevens, Institute for Manufacturing and Nathan Crilly, Department of Engineering

This workshop session will critique the design of a range of products, with a view to investigating opportunities for improvement and understanding the characteristics of well designed products. Participants are invited to bring along an example of their product for structured critique. Issues under consideration will be aesthetics, ergonomics, design for production, inclusive design and others.

4. Networking, creativity and innovation: some lessons from the Hollywood film industry

Simone Ferriani, Institute for Manufacturing

The aim of this workshop is to introduce the participants to a relational perspective on organisational innovation and individual creativity. Based on recent findings within the Hollywood film industry we will illustrate some recurring patterns in the way individual (collaborative relationships) as well as organisational (interfirm alliances) networks affect creativity and innovation. Understanding the meaning and role of networks can improve managerial decisions and assist efforts to promote intra-organisational as well as interfirm collaboration. The workshop will provide guidelines to managers who want to be more proactively engaged in shaping their organisation's relational space in order to promote creativity and innovation.

Case studies

Choose one stream per day

Thursday 21 September

Stream 1: Managing industrial design

Speakers include:

Mike Cane and Nick Fields, Cambridge Design Partnership

The role of the design consultant has evolved. In the past, the industrial designer was viewed as responsible for aesthetics, ergonomics and visualisation. Increasingly however, the designer is helping firms develop a more user

focused approach to innovation, challenging their market position, and contributing towards strategy development. In this case study session, we will explore the changing role of the industrial designer and investigate the management of this often essential external resource.

Stream 2: Sustainable design

To be chaired by Tom Counsell of the Institute for Manufacturing.

Sustainability represents an opportunity to those companies leading the development of sustainable technologies. Sustainability also presents a very real threat to those companies facing the future requirements of environmental legislation. The emphasis of this case study session is on how to respond to the challenge of environmentally conscious design. The case study companies will discuss the approaches they have taken and explore the issues involved.

Friday 22 September

Stream 3: Innovate

a. Howard Biddle and Charles Boulton, 42 Technology

b. Ewan Kellar, Polymer Technology Group, TWI

Turning innovative ideas into real solutions requires continuous problem finding and problem solving. Each problem solved opens up new problems. Success depends on appropriate processes, skills and understanding that enable a team to successfully deal with each of these problems. The emphasis of this case study session is on how identifying, naming and framing problems at multiple levels can help generate innovative solutions to a higher-level problem. Companies will share reflections on their experiences in implementing innovative concepts.

Stream 4: Scanning the future

a. Letizia Mortara, Institute for Manufacturing

b. Alexander Van de Putte, World Economic Forum/ INSEAD

Companies face increasing rates of discontinuous change at the same time as increased levels of information flow. A key challenge for managers is to effectively and efficiently scan the technological horizons for opportunities and threats. This stream will discuss different approaches to seeing beyond the boundaries of the firm.

Fax Back



To: +44 (0)1223 464 217

The 12th Cambridge Technology Management Symposium

Create, design, innovate

Enhancing business performance

21-22 September 2006

Delegates may book for the full Symposium or attend on Thursday or Friday only, at a reduced price. Please enquire about discounts for members of CTM and IfM. The cost of the Symposium dinner on Thursday night is included for those attending on both days. Those coming to one day only should book for the dinner separately. Ensuite, single and twin-bedded rooms, with breakfast, are available at Downing College for Wednesday and Thursday nights.

Name _____

Position _____

Company _____

Address _____

Post Code _____

Telephone _____

Fax _____

Email – for booking confirmation _____

Booking contact – optional _____

Enquiries and bookings

Jo Griffiths, Industry Links Unit, Institute for Manufacturing,
Mill Lane, Cambridge CB2 1RX, UK
Tel: +44 (0)1223 766141
Fax: +44 (0)1223 464217
Email: ifm-enquiries@eng.cam.ac.uk
www.ifm.eng.cam.ac.uk/ctm/symposium

Cancellations

Substitutions may be made at any time. An administration fee of £50 will be charged for all bookings cancelled up to one calendar month before the start of the Symposium. After this time no fees are refundable. The IfM reserves the right to pass on any charges for cancellation of accommodation or meal bookings. The Symposium programme may change in exceptional circumstances.

Please select option A, B or C below:

- A. Both days (including dinner on Thursday 21 September) @ £625.00 + VAT (£734.38 inc)
- B. Thursday 21 September only (not including dinner) @ £395.00 + VAT (£464.13 inc)
- C. Friday 22 September only (not including dinner) @ £435.00 + VAT (£511.13 inc)
- I would like to attend the dinner on Thursday 21 September @ £45.00 + VAT (£52.88 inc)
- Please reserve a single/twin* en suite room for night(s) of Wednesday 20/Thursday 21 September* @ £77.00 (single), £107.00 (twin) per night + VAT (£90.48/£125.73 inc) *delete as applicable

I have the following special dietary/disability requirements:

- I enclose a cheque/purchase order for
£ _____ Payable to:
"Cambridge Manufacturing Industry Links Ltd"
- Please invoice my company
- BACS payment (please enclose a copy of the draft)
Bank transfers (BACS) can be made to Barclays Bank plc, Bene't Street
Business Centre, PO Box 2, Cambridge CB2 3PZ
Account no: 80066885 Sort code: 20-17-19
- Please debit my Visa/Delta/Switch/Mastercard/
Eurocard number (American Express not accepted)

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|

Expiry date ____/____ Three digit security code _____
month year Last group of numbers on back of card

Registered address of cardholder (if different from above)

Post Code _____

Signed _____
Date _____

Data protection: Information provided by you on this form will be processed by the IfM and used for the purpose of the goods and services ordered by you, and for the billing of accounts. If you do not wish your details to be used for sending information about the IfM and its services and offers, please tick
Commercial transactions are handled via the following company, which is wholly owned by the University of Cambridge: Cambridge Manufacturing Industry Links Ltd, Mill Lane, Cambridge, CB2 1RX. Company registration no: 3486934. VAT registration no: 711 6102 87.