

## FROM RESEARCH TO ECONOMIC IMPACT: DESIGNING MODERN RTO STRATEGIES

8 - 9 NOVEMBER 2017 | IfM, CAMBRIDGE

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### Cost

☐ **Standard rate** £1,800.00 plus VAT (£2,160 inc.)

Group discounts are available when booking two or more places - please contact the Events team for more information:

[ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)

### Events team

IfM Education and Consultancy Services Ltd  
17 Charles Babbage Road, Cambridge, CB3 0FS, UK  
[www.ifm.eng.cam.ac.uk](http://www.ifm.eng.cam.ac.uk)

To book your place, please complete and return this form to the events team, or book online at [www.ifm-ecs.com](http://www.ifm-ecs.com)

### Cancellations

Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.

☐ **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  
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# FROM RESEARCH TO ECONOMIC IMPACT: DESIGNING MODERN RTO STRATEGIES

## TWO-DAY COURSE

8 - 9 November 2017 | IfM, CAMBRIDGE

Technology & innovation management, strategy and policy  
for RTO professionals and policy practitioners.



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### KEY BENEFITS

RTOs face a number of challenges in the context of global technological change and shifting national innovation system structures and priorities. In particular, there is increasing interest in new innovation functions and technical competencies that RTOs might need to develop to respond to those missions and goals.

This course sets out to:

- Provide an overview of key concepts, frameworks and tools in technology and innovation management that can help support the work of RTOs
- Introduce the latest international trends and policy developments in science, technology & innovation policy, with an emphasis on the role and functions of RTOs
- Reflect on practical challenges for effective technology and innovation management and discuss best practices for overcoming them

The programme will cover practical technology and innovation management frameworks and tools, including roadmapping, portfolio methods and scenario planning, as well as a detailed view into the innovation system context of RTOs. Practical country case studies, international trends and policy direction will also be discussed.

Sessions will be interactive, including a combination of presentations, activities and discussions, suitable for participants from a range of functions and levels. Bespoke materials developed by experts from CTM, CSTI and Policy Links will be used throughout the course.

This open course offers an opportunity to share experiences with colleagues with a common interest in RTOs, technology & innovation management, and national innovation systems.

“  
**Policy Links' insights helped us identify the essential elements to promote a new Economic Development Policy and to launch a plan which has already proved beneficial in allowing the region to participate in outstanding exchange networks at a European level.**  
”

Senior Policy Advisor, Bilbao City Council

### BESPOKE COURSES

This course can be adapted to suit your specific needs, and may also be tailored to apply to people at different levels of policy making - from new starters to senior professionals. Please get in touch with us if you would like to discuss this further.

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### Cost

Two-day course: £1,800.00 plus VAT (£2,160 inc.)

Please contact us if you require accommodation for the courses.

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### Location

This course will be held at the Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS. Maps and accommodation information will be sent with confirmation of booking.



### PROGRAMME

#### DAY 1

**Session 1:** The innovation system context of RTOs - industrial emergence, market failure modes and the role of the RTO.

**Session 2:** System mapping to understand the key actors in national/regional innovations systems, how these differ, and why.

**Session 3:** Innovation system dynamics - trends & drivers acting on innovation systems.

**Session 4:** Innovation system Landscape for RTOs

There will be a course dinner for all delegates at one of the Cambridge colleges.

#### DAY 2

**Session 5:** Practical technology & innovation management frameworks & tools

**Session 6:** Topic roadmapping activity

**Session 7:** Innovation system functions and capability framework.

**Session 8:** Map RTO functions and capabilities using framework.

**Session 9:** Presentation & discussion of specific case studies

➤ **Case study 1:** The case of Singapore and the SIMTech (Singapore Institute of Manufacturing Technologies)

➤ **Case study 2:** The case of the digital camera, as a basis for discussing the role of RTOs in helping to capture value

### COURSE INSTRUCTORS

**Dr Eoin O'Sullivan** is the Director of the Centre for Science, Technology & Innovation Policy (CSTI) in the Engineering Department of Cambridge University, UK. Dr O'Sullivan's research interests include comparative analysis of national innovation systems; intermediate R&D institutes; university-industry partnership models; and emerging technology foresight methodologies.



**Dr Carlos López-Gómez** is the head of Policy Links, the knowledge exchange unit of the Centre for Science, Technology and Innovation Policy (CSTI). Carlos has advised various national and regional governments as well as international organisations on the topics of industrial strategy, innovation policy, and industrial development.



**Dr Rob Phaal** is a Principal Research Associate at the IfM Centre for Technology Management where he conducts research in the area of strategic technology management. Particular interests include technology evaluation, the emergence of technology-based industry, the use of visual techniques for strategy, and the development of practical management tools. Strategic roadmapping has been a key area of ongoing interest, in terms of both research and practice.

