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TECHNOLOGY & INNOVATION MANAGEMENT

Tuesday 28 - Thursday 30 March 2017, Cambridge

Enquiries: Events team T: +44 (0)1223 766141 F: +44 (0)1223 464217 E: ifm-events@eng.cam.ac.uk

Name _____
 Position _____
 Company _____
 Address _____

 Post Code _____
 Telephone _____
 Email for booking confirmation _____

Course fee (all course fees include the course dinner on 29 March)

Non-member £2700.00 plus VAT (£3240.00 inc)

IfM Member £2340.00 plus VAT (£2916.00 inc)

Earlybird fees (bookings made before 27 Feb 2017)

£2295.00 plus VAT (£2754.00 inc)

Accommodation at Jesus College for the nights of 27- 29 March inclusive £245.00 plus VAT (£294.00 inc)

Cancellations

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

Booking contact optional _____

I have the following special dietary/disability requirements:

Payment options (or book online at www.ifm-ecs.com)

VAT/Tax reference number

(for companies/organisations registered in EC)

I enclose a cheque/purchase order for

£ _____

payable to: IfM Education and Consultancy Services Ltd

Invoice my company

Send invoice to (name and address if different from delegate's)

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
 IBAN: GB62 BARC 2017 1980 0668 85 SWIFT: BARCGB

Debit card Visa/Maestro/Mastercard/Amex

Card number

____|____|____|____|____|____|____|____|____|____|____|____|____|____|____|____|

Expiry date _____ / _____
month year

Security code _____
three/four digit security number

Registered address of cardholder *(if different from above)*

Signed _____
Date _____

Commercial transactions are handled via the following company, which is wholly owned by the University of Cambridge: IfM Education and Consultancy Services Ltd, The Old Schools, Trinity Lane, Cambridge, CB2 3TN. Company registration no. 3486934 VAT registration no. 711 610287
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TECHNOLOGY & INNOVATION MANAGEMENT



INTENSIVE THREE-DAY TRAINING COURSE

Tuesday 28 - Thursday 30 March 2017
Jesus College, Cambridge

- Develop the capability to exploit technological opportunities
- Identify key business and technology issues that lead to new revenue streams
- Work with the latest tools and techniques for technology and innovation management



TECHNOLOGY & INNOVATION MANAGEMENT

This intensive and interactive three-day course will help managers to understand and use key frameworks, tools and techniques needed to fully exploit technological investments and opportunities. The course is suitable for those involved in all stages of the innovation process from R&D to customer support, including technologists, product managers, manufacturing managers, strategic planners and consultants.

The course is primarily aimed at those who are progressing into roles where they are responsible for technology and innovation management in their organizations. However, it is also suitable for technologists who want to understand the associated management issues, and more senior managers who wish to refresh their knowledge and share experience with other participants from a range of sectors.

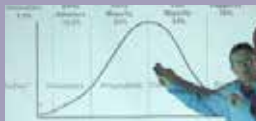
BENEFITS

By the end of the course you will have a working knowledge of how to:

- integrate technological considerations into business strategy and long-range planning processes
- understand which products and components to make in-house and which to outsource
- deal with associated collaboration issues
- manage new product development and introduction processes in the context of the innovation system
- use appropriate, process-based technology management approaches

Programme

The course will commence at 9.00 am on Tuesday 28 and close at 3.30 pm on Thursday 30 March. A timetable will be sent to delegates prior to the event.



COURSE TOPICS

- Introduction to technology and innovation management: core frameworks.
- Technology and innovation management: evolutionary and change perspectives.
- Technology intelligence: approaches for keeping abreast of technology developments and trends.
- Innovation and new product introduction: key concepts, frameworks and approaches.
- Open innovation: opportunities and challenges, and the role of intermediaries.
- Strategic technology management: practical approaches, including portfolios and roadmapping.
- Make vs buy: frameworks and approaches for supporting strategic and tactical sourcing decisions.
- Managing partnerships: challenges and approaches of asymmetric collaboration.
- IP Management: intellectual property issues when identifying, valuing and exploiting technology.

ACTIVITIES AND INSIGHTS

- New product introduction game: team-based simulation to design, develop and market a product.
- Roadmapping activity: workshop approach for aligning product and technology strategy.
- Real case discussion: identifies issues, practices and key learning outcomes.



Views on the course

“Very engaging and grounded in reality. Lots of concise, incisive material and techniques”

Ricardo Uk

“Highly professional and qualified teachers, good balance between small and large exercises and lectures”

Grundfos



PROGRAMME LEADERS

The course will be presented by members of the Centre for Technology Management (CTM), one of several research centres within the University of Cambridge's Institute for Manufacturing. The course is based on extensive research and industrial experience of the methods covered in the course.

LOCATION

It will be held in Jesus College, a 500-year-old college set in spacious grounds in the heart of the historic city of Cambridge.

COST

The course fee is £2,700 plus VAT, to include the course dinner on Wednesday 29 March and all daytime refreshments.

An 'earlybird' fee of £2,295 plus VAT applies until 27 February 2017.

Delegates may book ensuite accommodation at Jesus College for the nights of 27, 28 and 29 March at an additional cost of £245 plus VAT.

IfM members are entitled to a 10% discount on the above course fees. Group discounts are available on request.

ENQUIRIES & BOOKING

Events team

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www.ifm.eng.cam.ac.uk

To book a place at this event please complete the booking form overleaf, or book online at www.ifm-ecs.com

Many of our courses can also be run in-company, please contact us for further information.