

FROM RESEARCH TO ECONOMIC IMPACT:

BUILDING EFFECTIVE TECHNOLOGY AND INNOVATION STRATEGIES FOR RTOS

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Cost

☐ Standard rate £1,800.00 plus VAT

Please contact the Events team for more information: 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

To book your place, please complete and return this form to the events team, or book online at 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)

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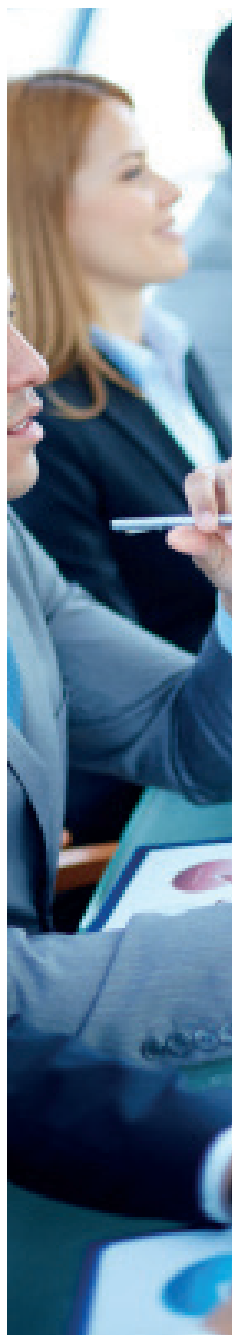
FROM RESEARCH TO ECONOMIC IMPACT:

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TWO-DAY COURSE

A course for management, strategy and policy professionals from:

- ▶ Technology and Innovation Centres (TICs)
- ▶ Research and Technology Organisations (RTOS)
- ▶ Technology Centres of Excellence (CoE)
- ▶ Intermediary technology and research institutes



OVERVIEW

Countries around the world are stepping up efforts to ensure that investments in research and innovation have a positive impact on society and national economies. In particular, there is increasing interest in the services and functions that innovation institutions should provide to foster innovation and support industrial competitiveness. This course will help you to formulate effective technology and innovation strategies in the context of emerging technological trends such as Industry 4.0.

THIS COURSE WILL HELP YOU:

- Understand the latest concepts, frameworks and tools in technology and innovation management relevant to the work of innovation institutions
- Gain insights into the latest international trends and policy developments in technology & innovation policy
- Reflect on practical challenges to ensure that the services and functions of innovation institutes responds to societal and economic needs

COURSE FORMAT:

The programme will cover practical technology and innovation management frameworks and tools, including roadmapping, portfolio methods and scenario planning, as well national innovation systems. Practical country case studies, international trends and policy direction will be discussed.

Sessions will be interactive, including a combination of presentations, activities and discussions, suitable for participants from a range of functions and levels.

The coverage of topics and granularity was impressive. Personally, it was beneficial to learn these concepts and theories.

Course participant

BESPOKE COURSES

This course can also be offered as a bespoke course, adapted to suit the needs of your organisation. Courses can be run in Cambridge or alternative locations worldwide.

Please get in touch to discuss further.

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Cost

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

Please contact us if you require information about local accommodation.

Please contact the Events team for more information:

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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.



COURSE THEMES

The list below provides examples of some of the topics and activities that will be covered during the course:

The innovation system context of innovation institutions

- Models and frameworks, actors and connections, key innovation concepts, market failures and why this matters to innovation institutions.

Innovation system dynamics

- Trends & drivers acting on innovation systems and institutions (e.g. megatrends, market trends, innovation trends, technology / R&D trends).

The role of innovation institutions

- Sources of value capture and where innovation institutions can help; variety of technological focus and innovation activities; illustrations from selected countries.

Functions of innovation institutions

- Types of innovation functions and services undertaken by innovation institutions: knowledge generation, diffusion and absorption.

Technology and innovation management

- Key process frameworks for strategy and innovation in technology intensive industries; roadmapping; scenarios; technology evaluation; portfolio methods.

Roadmapping in practice (group activity)

- Identify key trends and drivers affecting the work of innovation institutions.
- Capture common value capture opportunities being enabled by innovation institutions, including types of technologies, products and services.
- Characterise common innovation functions and services fulfilled by innovation institutions (including knowledge diffusion and deployment functions beyond R&D).

Topic roadmapping in practice (group activity)

- Outline potential strategies and plans to address intervention opportunities for innovation institutions, considering key enablers and barriers to success.

COURSE INSTRUCTORS

Dr Eoin O'Sullivan is the Director of the Centre for Science, Technology & Innovation Policy (CSTI). His 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 Head of Policy Links, the knowledge exchange unit of 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 Centre for 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 such as strategic roadmapping.

