

## TECHNOLOGY & INNOVATION MANAGEMENT

Tuesday 26 - Thursday 28 March 2019, Cambridge

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

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

Telephone \_\_\_\_\_

Email for booking confirmation \_\_\_\_\_

Booking contact optional \_\_\_\_\_

I have the following special dietary/disability requirements:

### Earlybird - 1 month prior

- Non-member £2700.00 plus VAT (£3240.00 inclusive)
- IfM Member & Alumni £2430.00 plus VAT (£2916.00 inclusive)

### Standard

- Non-member £2995.00 plus VAT (£3594.00 inclusive)
- IfM Member & Alumni £2695.50 plus VAT (£3246.00 inclusive)

### Accommodation at Møller Centre

- £450.00 plus VAT (£540.00 inclusive)  
Monday 25, Tuesday 26 and Wednesday 27 March 2019

### Cancellations

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

### Please tell us how you discovered this course

- Word of Mouth/Colleague
- Internet Search (please detail search terms in 'Other' box)
- Company Training Announcement/Catalogue
- Email

- Course Flyer
- Findcourses.co.uk
- Other (please specify below)

Would you like to receive information on IfM news & events?  \*

### Please indicate areas of interest:

- Automation
- Business Strategy / Business Model Innovation
- Design Management
- Executive and Professional Development
- Global Value and Operations Networks
- Industrial Sustainability

- Innovation and Technology Management
- Roadmapping
- Servitization
- Support for Policymakers
- Support for SMEs

### Payment options

VAT/Tax reference number

(for companies/organisations registered in EC)

Credit/debit card, book online: [www.ifm-ecs.com](http://www.ifm-ecs.com)

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

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. Our privacy policy: [www.ifm.eng.cam.ac.uk/privacy-policy/](http://www.ifm.eng.cam.ac.uk/privacy-policy/). 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 1TN. Company registration no. 3486934 VAT registration no. 711 610287

# TECHNOLOGY & INNOVATION MANAGEMENT

## INTENSIVE THREE-DAY TRAINING COURSE

Tuesday 26 - Thursday 28 March 2019

Møller Centre, Cambridge

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



UNIVERSITY OF  
CAMBRIDGE  
Department of Engineering

IfM | Centre for  
Technology 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.

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
- ▶ manage new product development and introduction processes in the context of the innovation system
- ▶ use appropriate, process-based technology management approaches

## Topics Include:

- ▶ 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.
- ▶ Managing innovation: key concepts and managing disruptive innovation.
- ▶ Open innovation: opportunities and challenges, and the role of intermediaries.
- ▶ Strategic technology management: practical approaches, including portfolios and roadmapping.
- ▶ Managing partnerships: challenges and approaches of asymmetric collaboration.
- ▶ IP management: intellectual property issues when identifying, valuing and exploiting technology.
- ▶ Project selection: An approach to evaluating innovation opportunities and technology-based projects using multi-factor scoring
- ▶ New product introduction game: team-based simulation to design, develop and market a product.
- ▶ Roadmapping activity: workshop approach for aligning product and technology strategy.

## Who should attend

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.



## 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

The course will be held at the Møller Centre, Cambridge, in purpose-built, modern conference buildings close to the centre of Cambridge.

## Cost

The course fee is £2995.00 plus VAT, to include the course dinner on Wednesday 27 March and all daytime refreshments. An 'earlybird' fee of £2,700 plus VAT applies until 26 February 2019.

Delegates may book ensuite accommodation at the Møller Centre for the nights of Monday 25, Tuesday 26 and Wednesday 27 March at an additional cost of £450 plus VAT.

IfM members and alumni are entitled to a 10% discount on the above course fees.



## Enquiries and booking

### Events team

IfM Education and Consultancy Services Ltd  
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T: +44 (0)1223 766141 F: +44 (0)1223 464217  
E: [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)  
[www.ifm.eng.cam.ac.uk](http://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](http://www.ifm-ecs.com)

*This event may contribute towards your Continuing Professional Development (CPD) as part of your professional institution's monitoring scheme.*