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TECHNOLOGY & INNOVATION MANAGEMENT

Tuesday 20 - Thursday 22 March 2018, 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

Booking contact optional

Please tell us how you discovered this course:

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)

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Earlybird fees (before 20 Feb 2018)

☐ Non-member £2700.00 plus VAT (£3240.00 inclusive)

☐ IfM Member £2430.00 plus VAT (£2916.00 inclusive)

Course fee (all course fees include the course dinner on 21 March)

☐ Non-member £2995.00 plus VAT (£3594.00 inclusive)

☐ IfM Member £2695.50 plus VAT (£3234.70 inclusive)

☐ Accommodation at The Møller Centre for the nights of 20 - 21 March inclusive £275.00 plus VAT (£330.00 inclusive)

I have the following special dietary/disability requirements:

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 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

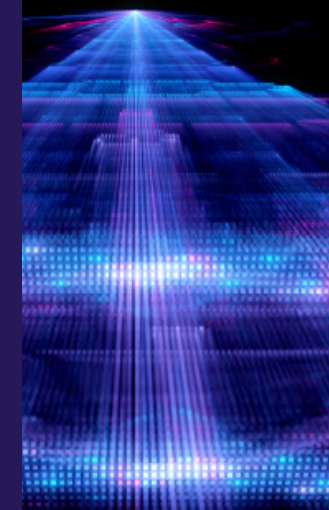
Security code
three/four digit security number

Registered address of cardholder (if different from above)

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Date

TECHNOLOGY & INNOVATION MANAGEMENT



INTENSIVE THREE-DAY TRAINING COURSE

Tuesday 20 - Thursday 22 March 2018

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
- 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

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.
- 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.
- 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.



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

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 £2,995.00 plus VAT, to include the course dinner on Wednesday 21 March and all daytime refreshments. An 'earlybird' fee of £2,700 plus VAT applies until 20 February 2018.

Delegates may book ensuite accommodation at the Møller Centre for the nights of Tuesday 20 and Wednesday 21 March at an additional cost of £275 plus VAT.

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

Enquiries and 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

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