



## Derby & Derbyshire Rail Forum Future Events

**Workshop to Launch the iNet**  
**Thursday 12 February 2009 – 10.30 until 13.00**  
**Derby Conference Centre, Derby**

Table 1 - **Company Innovation – SWOT – David Pickering - Innovation ,what is it?**

A workshop session to discuss what does innovation mean? Is it just the successful exploration of new ideas or does it cover more than this? The workshop will ask delegates how they identify innovation within their organisation, how they rank and define their ideas, develop concepts to reality and bring them to market. Should innovation also cover business processes, supply chains, organisational structure, marketing and business value, or is just locked into product innovation? The conclusions from this session will enable delegates to have a clearer view of how to harness innovation within their organisation, and what aspects it covers.

Table 2 - **Managing Innovation – Cliff Perry**

This table will discuss the Management of Innovation, turning ideas into innovation and business benefit through a structured process. Our table workshop session will discuss: - What to do with a funnel full of ideas, the evaluation of net gain (business benefit less cost), where is the market, what is the competition, what price will the market bear? Delivering the benefit - Estimating the cost of innovation and research projects, meaningful decision points in the project life, setting objectives and clear criteria, ranking and approving projects and making it all a positive (enjoyable) process.

Table 3 – **IPR – Michelle Craven**

The table workshop will focus on: What is the right working relationship for you? How to identify your key requirements – what is it that you want to achieve? Pros and cons of different types of working relationship. Types of IPR will be discussed: Summary of key types of registerable IPR and ways of protecting it, things to avoid when registering your IPR. What protection is there if the developed IPR is not registerable?

Table 4 – **Form Filling and FP7 Service European Funding– Tony King EMDA, George Tansley iNet & Grahame Mansell Grace**

Transport iNet – What's the catch- what about the forms? It's true, there is no such thing as a free lunch and so if the government is giving you money or free help then there must be a catch, or is there?

Initially the iNet will provide three sources of help towards innovation: Free advice and contacts from our advisors- we need some basic information on your company which we will collect from you -otherwise no forms at all- no catch- no charge, free Training for you and your key staff – we need to record your attendance, grants of up to £10k – there is an application form which we help you with and you must provide a matching financial contribution. Framework Programme 7 (FP7) is the main financial tool from which the European Union supports research and development activities covering almost all scientific disciplines and sectors. FP7 has a total budget of over €50 billion reflecting the high priority in Europe. The FP7 Service provides a free of charge support service in the East Midlands to support applications

Our role is to make it as easy as we can for you in accessing this support- after all our targets are linked to you using and benefiting from the iNet programme. Our session will explain what we need and why we need it – how this can benefit you and link you to other areas of support- we also need to learn from you how we should adapt our services to make them more beneficial to you and the rail sector.

### Contact Us

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