

ENGINEERS IRELAND - CORK REGION ANNUAL SEMINAR

INNOVATION – HOW TO TURN YOUR BRIGHT IDEA INTO REVENUE

Seminar Overview:

How do you get your bright idea to market? How do you maximise the strengths and opportunities and minimise the weaknesses and threats? If you work in the public sector or a large organization do you have the skill sets to overcome the inertia that can prevent innovation?

Bright ideas properly implemented can save money for your organisation, enhance its reputation, improve its image and enable it to achieve more with the same or less resources.

If you want to innovate, increase your revenue, save money and know more about how this is done then this seminar is for you.

Event details:

Date: Monday 8th November 2010

Time: 9.15am -5.00pm
(Registration from 8.30am)

Venue: Rochestown Park Hotel, Cork

For further details on this event, check out our [community calendar](#) in the members area of the website or visit the [Engineers Ireland \(Cork Region\) website](#)

Fees apply (Course Material & Lunch provided). Just download the [booking form](#) and email it innovation2010@engineersirelandcork.ie or contact Michelle on +353 (0)21 4871026

Learning Objectives:

- Understand innovation and innovative practices.
- Understand the process of innovation and the NSAI publication “*Guide to effective Innovation management*”.
- Highlight how successful innovators and entrepreneurs have achieved their goals.
- Develop an understanding of the importance of applying the relevant product and material standards to your product and of getting relevant approvals and certifications.
- Understand the importance of patents and when and how to apply for them.
- Understand the politics of innovation in the workplace.

Who should attend:

This seminar is aimed at people

- who have a bright idea for a business and who want to successfully get that idea to the market and earn revenue from it;
- in organisations (public and private) who need to, or have a desire to implement innovative practices that will improve efficiency, productivity, enhance the organisations effectiveness and standing, save money and bring in extra revenue.

Delegate Profile:

People with a bright idea for enhancing their revenue and/or making savings, engineers, managers, business people and others who have an interest in innovation.

Additional Information

All attending delegates will receive a free copy of:

- Innovation Voucher Success stories published by Enterprise Ireland;
- National Workshop Agreement, NWA1: 2009, Guide to Good Practice in Innovation and product development processes published by the National Standards Authority of Ireland;
- Presentation Literature.

Expert Speakers include:



Prof. Patrick Cunningham

Patrick Cunningham is Chief Scientific Adviser to the Irish Government and Professor of Animal Genetics in Trinity College, Dublin.



Pádraig Leahy, Padraig Leahy Assoc.

Padraig provides engineering and management services to manufacturing and related industries. He helps organisations and individuals with productivity, process and product development development.



Denise Kennedy Manager, Genesis Enterprise Programme, CIT

Denise Kennedy works with Entrepreneurs on a one to one basis providing support and advice in all areas of their business development. Denise is a Sales & Marketing Professional and has extensive expertise in early market development and product management for start-up enterprises.



Michael J. Weldon, Partner John A O'Brien & Assoc

Michael is a Partner of John A. O'Brien & Associates, a European Patent Attorney with over 20 years experience working with clients to secure optimum protection for their technology.



Ronan Keane, Director Collaborative Dynamics

Ronan graduated as a mechanical engineer in 1995. After working in the fields of construction and ICT he founded a company in 2004 specialising in how information and communication dynamics regulate team and organisational activity.

Anton Hunt, Director Gro-Oil Ltd.

Headquartered in Bandon, GRO-Oil supplies to local authorities and haulage fleets bio-diesel from plant oil derived from Irish-grown oilseed rape.



John Mullins; CEO Bord Gais

John Mullins was appointed Chief Executive of Bord Gáis in October 2007. John has held senior management positions with Greenstar, ESB, ESBI and PricewaterhouseCoopers and was Chief Executive of Bioverda.



Trevor Winckworth, MD In Hand Guides Ltd

Founder and Managing Director – Guardian of the Vision! Trevor is responsible for Sales in Ireland and the USA, as well as Product Development.



Pat O'Brien, Enterprise Ireland

Pat is the Programme Manager of Enterprise Irelands Innovation Voucher Scheme. This initiative aims to build links between Small Businesses and Knowledge Providers. To date €11M in Vouchers have been awarded (2,200 + vouchers).



Gary Delaney CEO Loc8 Code

Since 1997 Gary has served, supported and trained professional users of GPS in the Surveying and Mapping world and has recently developed and released an All Ireland Digital Address Code (Loc8 Code) with Garmin, the culmination of 4 years of development



Michael Hanley. CEO West Cork & North Cork County Enterprise Boards

Michael's presentation will explain the role of the Enterprise Boards in promoting micro-enterprise and in growing projects from concept stage to viable enterprises.



Linda Hendy, NSAI.

Linda is a technical secretary of the NSAI Innovation Management Standards Consultative Committee (IMSCC) and co-ordinated the development of NSAI's "*Guide to good practice in Innovation and product Development Processes*"

Annual Seminar - Innovation: How to turn your Bright Idea into Revenue

8th November 2010 – Rochestown Park Hotel

08.30 - 09.15	Registration / Tea & Coffee
09.15 – 09.35	Opening Address Mr. Batt O'Keeffe TD, Minister for Enterprise, Trade & Innovation
09.35 – 10.05	Innovation in Ireland Today Patrick Cunningham, Chief Scientific Advisor to the Government
10.05 – 10.35	Leadership in Innovation John Mullins, CEO Bord Gáis Eireann
10.35 – 11.00	Networking Break / Tea & Coffee
11.00 – 11.30	How to Innovate Padraig Leahy BEng CEng MIEI Dip PM, Padraig Leahy Associates
11.30 - 11.55	Marketing & Innovation Denise Kennedy B.Comm MSc. Commerce HDip Computer Science MII Manager, Genesis Enterprise Programme, Cork Institute of Technology
11.55 - 12.15	Finding Markets for your Bright Idea Trevor Winckworth M.I.I. Grad, Managing Director In Hand Guides Ltd.
12.15 - 12.40	The role of Enterprise Ireland and the Innovation Voucher Scheme Pat O'Brien, Enterprise Ireland
12.40 – 13.00	Questions & Answer Session
13.00 - 14.00	Lunch
14.00 - 14.30	Patenting your Bright Idea Michael Weldon BE(Mech) EPA RPA, Partner of John A. O'Brien & Associates, a European Patent Attorney
14.30 - 15.00	The Need to Innovate Continuously Gary Delaney MSc (NT), FRIN, MIS, MNI, Lt NS (Ret'd), CEO Loc8 Code
15.00 - 15.30	The Politics of Innovation Ronan Keane, Founder Collaborative Dynamics
15.30 - 15.45	Networking Break / Tea & Coffee
15.45 - 16.10	Local Enterprise Boards for Local Innovators Michael Hanley, North and West Cork Enterprise Board
16.10 - 16.30	Innovating in the Environmental Arena Anton Hunt, Director Gro-oil
16.30 - 16.45	Standards and innovation Linda Hendy, NSAI
16.45 - 17.00	Questions & Answer Session
17.00 - 17.10	Conference Close

Innovation: How to turn your Bright Idea into Revenue

- Venue:** Rochestown Park Hotel, Cork
- Date:** November 8th, 2010
- Session Time:** 9.15 am to 5.10 pm. Registration and Tea/Coffee at 8.30am
- Fee:** Engineers Ireland Members: €120
Non Members: €150
Unwaged / Students / Retired: €50
Fee includes lunch and course material.
- Payment:** Payment **must accompany registration** and may be made by Cheque, Credit/Laser Card or, where appropriate, Purchase Order.
- Cancellation:** A 50% cancellation fee will be charged for cancellations received in the seven days prior to the course start date. Cancellations received **on the day** of the course will incur the **full course fee**. Substitutions are allowed.
- Priority:** As the number of places on this course is limited, **priority will be given to Engineers Ireland members**.
- Committee Contacts:** Brian Cassidy
Michael O'Driscoll
- Bookings Contact:** Email: innovation2010@engineersirelandcork.ie
Phone: **Michelle (021-4871026)**

Please Note: Membership Number must be given in order to get the Discounted Member Rate

Delegate Name: _____ EI Membership No: _____
Delegate Name: _____ EI Membership No: _____
Delegate Name: _____ EI Membership No: _____

Company Name: _____
Address: _____
Telephone: _____ Email: _____

Please indicate method of payment:

- I enclose cheque (payable to Engineers Ireland Cork Region)
 Purchase Order Number (if applicable) _____
 Card Payment ↓

Please debit my: Laser Visa American Express MasterCard with € _____
Card No: _____ Expiry Date: _____ CCV No: _____
Cardholder's Name: _____ Cardholder's Signature: _____
Cardholder's Billing Address: _____

How did you find out about this course?

Website e-mail The Journal Engineers Ireland Staff Member Colleague/Friend Other