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 organisation 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.
Pádraig 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 biodiesel from plant oil derived from Irish-grown oilseed rape.

John Mullins; CEO Bord Gáis
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”
# Engineers Ireland Cork Region

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

8th November 2010 – Rochestown Park Hotel

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

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: __________________
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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: ___________________________________________________________
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How did you find out about this course?

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