

Innovating in a recession – how it's changing and what to do about it

09:30-13:00, Wednesday 15 July 2009

NESTA, 1 Plough Place, London EC4A 1DE

H-I Network, in conjunction with NESTA, has been researching the effect of the recession on innovation in large organisations; be that innovation in products, services, business processes, markets, or business models. Some would argue that organisations should continue to innovate as:

- New products and services can enable organisations to offer lower prices and/or enter new markets
- New business processes should enable organisations to compete more effectively and efficiently
- Entering new markets would allow organisations enter emerging areas such as green technology, healthcare and media
- New business models could change the fundamental business to open up new markets for new or existing products

Over 120 responses to the survey we have conducted on these topics have given us insightful and reliable indicators on current trends in these areas.

At this seminar you will hear:

- An up-to-date reading of the impact of the recession
- How others are responding – cutting costs, holding a steady course or seeing the recession as an opportunity and/or a 'burning platform' to justify increased levels of innovation
- Ideas for new strategies for your organisation.

Seminar format

The seminar will be highly interactive and all attendees are encouraged to contribute their views and experiences. Questions are welcomed and will be answered by presenters, fellow attendees and members of the research team who will draw on their specific research and wider experience.

The seminar commences at 09:30 and concludes with lunch served at 13:00. Places are limited.

Location and registration

NESTA, 1 Plough Place, London EC4A 1DE.

The nearest underground is Chancery Lane on the Central line.

Please contact Lynda Phelps to reserve your place on +44 (0)20 3178 6755 or email

lynda.phelps@h-i.com For further information on H-I Network please visit our website at www.h-i.com.



H-I Network, 33 St James's Square, London SW1Y 4JS
Tel: +44 (0)20 3178 6755 Fax: +44 (0)20 3178 6733 www.h-i.com