

Innovation research workshop

Innovation – making it happen

09:30 - 15:00 Thursday 29 April 2010

Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG

Many organisations embark on innovation initiatives without fully understanding what they are trying to achieve and the barriers encountered which may curtail success. The excitement of innovation, and particularly idea generation, can overtake and mask the real aims, with organisations choosing to measure activity and output rather than outcome and value.

This workshop focuses on how organisations are structuring their innovation initiatives and how effective these are in delivering positive outcomes. We will bring the power of the Network resources to this workshop by learning from other practitioners how they ensure that true value is derived from their innovation activities.

Another input to this workshop is a pre-workshop survey to help us understand how companies turn ideas into action and create real bottom-line value for their organisation. Research activities will include:

- understanding the different approaches and models of innovation and the barriers that stop it happening
- how ideas are 'driven' through the organisation to create value and how external companies and partners are used in an innovation context.

Vicky Burkitt from **Reckitt Benckiser** and **Paul Davey** from **Vodafone** will provide insights to their experience in this important area. Following this, there will be breakout sessions for attendees to discuss the topic and explore application themes relevant to them.

Workshop preparation

To ensure a rich and fully participative workshop, please consider:

- what are the key innovation challenges within your company and how is your model structured?
- how do/can you ensure maximum 'value' is achieved from your innovation initiatives?

Workshop format

The workshop is developed and facilitated by H-I Network and will include presentations on models and barriers and fellow member experiences. The workshop welcomes up to two executives from each organisation to provide a good opportunity to generate a balanced perspective. The workshop commences at 09:30 and concludes at 15:00.

Location and registration

Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG. The Royal Society is located near Piccadilly Circus and 10 minutes' walk from Charing Cross Main line Station.

Please contact Lynda to reserve your place on +44 (0)20 3326 2945 or email lynda.phelps@h-i.com. For further information on H-I Network, please view our website at www.h-i.com.



H-I Network

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