

IMPLEMENTING TECHNOLOGY SCOUTING TO INCREASE INNOVATION

LED BY DR JAY PAAP

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Learn How to:

- I. Develop a scouting strategy to identify when it makes sense to look outside.
- II. Use insights on external technology options to stimulate ideas and speed development.
- III. Select the right technology that best matches your needs.
- IV. Choose and structure the most favourable arrangement (alliance, license, acquisition, joint development, or spin-out)
- V. Set up a scouting programme that works for you.
- VI. Expand your knowledge of new technologies through crowd sourcing.
- VII. Identify potentially disruptive technologies being used in other industries to address needs similar to yours.
- VIII. Expand the impact of trade show and customer visits through better preparation of your team.



Going outside to acquire information on new products and technologies can speed up and improve technical development, foster innovative ideas, manage risk, free up scarce internal resources for other high-impact activities, and lead to greater innovation.

The key is being open (versus threatened) and knowing when to go outside, where to look, how to integrate the insights into tactical and strategic planning, responsibly qualify sources, and integrate new externally developed technologies for rapid commercialisation – at a profit to your company. Rather than relying on ad hoc and sometimes haphazard approaches to technology sourcing, many firms are adopting formal Technology Scouting programmes to provide a structured, focused approach to identifying and acquiring insights on new technology, and technology based product and service innovations.

This Masterclass is designed for companies that want to accelerate or improve their technical and product development, providing real world examples of both effective – and less effective – sourcing initiatives.



Day One

Focusing the Scouting Programme

Too often firms look outside in an ad hoc fashion, driven merely by the need to quickly fill a technology gap. Scouting can provide much more than 'gap filling' and provide true strategic benefits and drive innovation in surprising ways. But only if you know when to scout and develop the skills and tools required. Day one deals with the nature of innovation and how information on external technologies (scouting) can help generate innovative solutions to customer needs. We will explore how to structure a programme that works and identify 6 areas where scouting can help drive your innovative NPD efforts.

Day Two

Making Technology Scouting Work

Knowing when and why to scout is just the start, you need tools to find, assess, and act on information on technology trends and capabilities. Day two deals with the tools. Where to look. How to use conferences, trade shows, networks, and crowd sourcing to complement online searches. The best ways to tap into universities, government labs, entrepreneurial firms, and other places where technology is being developed and applied in new ways. Weighing the pros and cons of internal development versus external sourcing. If you decide to bring in technology, finding the arrangement that makes the most sense and structuring deals that are likely to work. The session ends with an open discussion among participants about the challenges they face at home and how best to apply the workshop leanings to their organisation.

Masterclass Leader

Dr Jay Paap



Dr Jay Paap is one of the world's most experienced and respected experts on innovation and new product development and brings over 40 years of experience in managing technology and consulting with major firms globally on innovation, new product and business development, technology strategy, competitive intelligence and corporate venturing/Open Innovation.

Jay has helped dozens of firms set up and manage programmes to access external technology to stimulate innovation. A highly regarded and much in-demand speaker he regularly presents executive-level courses across the Americas, Europe, the Middle East and the Asia Pacific regions.

His clients have included Akzo Nobel, Cadbury, Medtronic, Reckitt Benckiser, Royal Dutch Shell, SABIC, Tetra-Pak, Grundfos, Schneider Electric, Tenaris and St Gobain.

A Message from the Masterclass Leader

"Technology scouting, open innovation, and connect & develop have become buzzwords that often lead firms to look outside for technologies and products just because it is fashionable.

Knowing when and how to look, how to use the insights gained, and understanding the challenges as well as the benefits involved in integrating external sources are critical to making these fads useful tools in your development programme.

Too often firms look at scouting and OI too narrowly, as simply finding technology to fill gaps. Here we will

explore how scouting can become a powerful tool that informs decision making from the beginning to the end of the innovation cycle.

Join me in this exciting and practical Masterclass where we look at how the most innovative firms have used scouting frameworks over the last five decades to quickly develop and launch new products and services."

Testimonials from Previous Delegates

"Tremendous amount of experience carried over with enthusiasm and passion" *Technology Intelligence Manager, Huntsman*

"Met my expectations and went some way beyond. I learned a lot, got to think about important work matters and took away some concrete actions" *Director of Research, NCR*

"Very professionally organised and very relevant - Dr Paap has an incredible breadth and depth of knowledge and uses his passion, real business experience and an incredible ability to supplement entertaining anecdotes, stories and analogies for reinforcing his message" *Innovation Director, Sara Lee International*

Event Host

The Moon on a Stick Ltd



We are a company based in the UK, and have been born out of the re-branding of Pure Insight. Our main focus is on working with global organisations to help them embed a sustainable Front End Innovation process into their organisation, allowing them to identify the trends that will affect their businesses in the future and working out scenarios that may occur from those trends and create advantageous opportunity spaces for them to exploit. To date we have taught over 60 companies and in excess of 600 practitioners our easy to follow processes. We also help companies carry out Technology Scouting exercises through our expert network of over 40,000 researchers. We also work with global organisations to help them carry out benchmarking studies on their innovation process and other related areas.

For more information on what we do, and how we could help you, have a conversation with us by calling +44 (0)7535 669017 or writing to sean@the-moon-on-a-stick.com.

The Venue

The Møller Centre, Churchill College, Cambridge, UK



The Møller Centre is a world-class dedicated residential leadership development and conference centre at Churchill College, in the University of Cambridge.

There is a fast and frequent rail service from London King's Cross (45 minutes) & London Liverpool Street (1 hour 15 mins) and Stansted Airport (30 minutes) through to Cambridge. There are excellent connections from Scotland & the North via Peterborough, as well as services from

Birmingham & the Midlands, East Anglia & the North West. Cambridge train station is about a 20 minute taxi ride from The Møller Centre. There is free on-site parking for over 150 cars. We do not hold rooms for delegates as we have found that better rates can be obtained from the hotel booking sites, such as Trivago.

Course Fee

The cost of this 2 day course is £1,699, which will include attendance at all plenary sessions and all course materials. It does not include the cost of travel or accommodation.

How to make a booking

On line at <https://goo.gl/vF2VYy>

By telephoning Sean Warren on +44 (0)7535 669017

By e-mail to sean@the-moon-on-a-stick.com

Terms and Conditions

Payment

Payments must be made before the event takes place. The Moon on a Stick (MOAS) reserves the right to deny access without payment. Any discounts offered are under the understanding that payment will be made under MOAS, which are 15 days from date of invoice. If payment is not received within this time, a new invoice, at the full price will be issued.

Cancellation Policy

Subject to the conditions below, delegates are entitled to a full refund (less administration fee of £75) up to 28 days from the original date of registration. No refunds can be made for cancellations received after this date or for delegates who fail to attend the event. Substitutions are however welcome. In the case of substitutions not being possible, MOAS will offer a credit note, which can be redeemed against future MOAS events for a period of 12 months from the date of cancellation. Where bookings are made less than 28 days prior to the class, only credit notes will be offered should delegates wish to cancel, or not be able to attend.

Cancellation of the Event

In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of MOAS will be limited to the full return of the registration fee. No other claims against MOAS will be considered.

VAT

Under EU Council Directive 2006/112/EC MOAS will only charge VAT on events held within the UK

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