



EVENT AGENDA FOR EACH OF THE ONE-DAY EVENTS

- 9.30 Registration and coffee
- 10.00 Introduction, funding and support available
- 11.35 Developing a product development plan
- 12.15 **Focus session 1** – Recognising a good idea; protection, pitfalls and potential
- 12.55 Lunch and networking
- 1.45 **Focus session 2** – Resource efficient design in new product development
- 2.15 **Focus session 3** – Beyond proof of principle: Will it work? Will it sell?
- 2.55 Coffee and networking
- 3.10 **Focus session 4** – Being investment ready
- 4.00 Close

To book a **FREE**, individual meeting, or discuss confidentiality agreements, call the number opposite.

NORTHAMPTON Thursday 18th September 08

The Sunley Management Centre, Park Campus, Boughton Green Road, Northampton, NN2 7AL. For directions see www.sunley-northampton.co.uk

LINCOLN Tuesday 23rd September 08

Best Western Bentley Hotel, Newark Road, South Hykeham, Lincoln, LN6 9NH. For directions see www.bw-bentleyhotel.co.uk

CASTLE DONINGTON Thursday 25th September 08

Donington Park, Castle Donington, DE74 2RP. For directions see www.donington-park.co.uk/conferences-exhibitions

TO REGISTER YOUR FREE PLACE:

CALL: 0116 250 6238

EMAIL: holly@dmudesign.co.uk

- Your name, title, business name and function/sector
- Which date/venue you wish to attend
- Names of additional people coming (max. 4 people)
- Contact details (telephone, email, business address)
- Any special access or dietary requirements

REGISTER ONLINE: www.dmudesign.co.uk



DESIGN SUPPORT FOR EAST MIDLANDS' MANUFACTURERS

The hunt is on for manufacturers who want to learn how to harness design skills and processes to **improve their productivity and competitiveness**.

The aim of this event, delivered by the **Manufacturing Advisory Service (MAS) East Midlands**, in collaboration with Leicester's De Montfort University, is to provide information and advice on new product development and to identify potential manufacturing businesses that would benefit from **subsidised MAS design support**.

MAS aims to address the practical needs of British manufacturers by delivering hands on advice and assistance from experts in a wide range of manufacturing disciplines.

www.mas-em.org.uk

FREE one-day Product Development Events

Thursday 18th September NORTHAMPTON

Tuesday 23rd September LINCOLN

Thursday 25th September CASTLE DONINGTON

At the event, find out about:

- MAS - subsidised support and structure
- How to apply for match-funded product development support
- Advice on developing your product ideas
- Pitching for additional funding
- Protecting and validating your product ideas
- Venture capital schemes
- Taking your products to manufacture