

INNOVATION: BUSINESS INSIGHT CONFERENCE

Ulster University Belfast Campus | 27 June 2018

Date: Wednesday 27 June 2018

Time: 08:00 – 12:00

Venue: Ulster University, Belfast Campus, York Street, BT15 1ED

Car Parking: nearest car park [QPark at St Anne's Square](#)

Background:

Innovation is at the heart of economic, social and cultural development. It drives productivity, raises living standards and helps to lay foundations for tomorrow's world. Businesses that embrace new products, processes and technologies become more productive, challenge existing business models and grow quickly, therefore business innovation is fundamental to economic prosperity.

The CBI's Innovation Conference will spell out to local businesses just how essential innovating as a business is to deliver economic growth in Northern Ireland and lift productivity. While there is great work being done across the UK, the broader picture is less rosy: investment in research and development (R&D) has stalled at around 1.7% of GDP for the last 30 years, falling well short of global averages (2.4%). There is a similar story on firms adopting technology, whether cutting-edge or day-to-day – in some areas, like content management systems, the UK are the equivalent of a decade behind Denmark. The conference will set out the challenges, opportunities and solutions to get more Northern Ireland firms innovating.

Attendees:

Senior business leaders with an interest in innovation, productivity, investment, the economy and the general business environment.

Agenda:

08:00 – 08:30 (30mins) **Registration** / refreshments / networking

08:35 – 08:40 (5mins) **Welcome & Opening Remarks**
[Nick Whelan, CBI Innovation Chair / Chief Executive, Dale Farm](#)

08:40 – 08:50 (10mins) **KEYNOTE ADDRESS**
Update on how innovation is playing its part in realising the vision for Northern Ireland Economic Strategy.
[Department of the Economy](#)

Sponsored by



08:50 – 10:35

COLLABORATIVE PAIRS

Business-to-business and business-university collaboration offers the chance for companies to develop new techniques or technologies, de-risk investment in research, and extend the capabilities and expertise available to them. No company has all the skills necessary to innovate internally and solutions can stem from across industry. In this session we hear their experiences of how collaboration has improved their performance.

08:50 – 09:20 (30mins) **Driving a culture of innovation**

This team has worked together on multiple occasions, most recently on a bespoke virtual 3D marketing system for simulating quarry equipment installations.

[Amanda Fullerton, Knowledge Exchange Manager - KTP, Ulster University](#)

[Terry Quigley, Ulster University](#)

[Name, title, CDE Global](#)

09:20 – 09:50 (30mins) **Food and farming innovation**

This team developed the UK's first chicken that is a source of omega 3, polyunsaturated fatty acids that have healthy properties which help to maintain normal heart, brain and vision function.

[Name, title, Moy Park](#)

[Name, title, Devenish Nutrition](#)

09:50 – 10.20 (30mins) **Behave like a Magpie; follow what successful firms already do**

This session will explore B2B successes in using technology to positively impact customer communications and business performance.

[David Beatty, Director of Technical Sales, Rainbow Communications](#)

[Name, title, 8 x 8](#)

10:20 – 10:50 (30mins) Investing in the Future of the Economy:

How can we work more collaboratively as a region?

[Lorraine Acheson, Manager for Northern Ireland, Innovate UK](#)

[Name, title, Department of the Economy](#)

[Name, title, Ibec](#)

Panel session, chaired by [Nick Whelan, CBI Innovation Chair](#)

10:55 – 11:05 (10mins) Closing remarks

[Nick Whelan, CBI Innovation Chair / Chief Executive, Dale Farm](#)

11:05 – 11:30 (25mins) Networking / Refreshments

BRIEFING NOTES - YOUR SESSION:

Business innovation is fundamental to economic prosperity. Businesses that bring on new products, processes and technologies become more productive, challenge existing business models, and grow quickly. The CBI works to help create the conditions that enable businesses to come up with new ideas, invest in research and development (R&D) and adopt new technologies. Most companies recognise that they need to be more innovative to meet the challenges of the future. But it is an issue that never stands still ...

COLLABORATIVE PAIRS

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08:500 – 09:20 (30mins) **Driving a Culture of Innovation**

How can business - university collaboration improve performance and productivity? If the UK had more firms behaving like Magpies, following what successful firms already do, and fewer behaving like Ostriches, not actively looking out for ways to improve, business could move the needle on the UK's sluggish productivity growth.

- Opening remarks – Introduce University / KTP / CDE
- How did CDE / Ulster University come to collaborate.
- Key challenges that were faced
- What are the benefits of the product - statistics?
- How has productivity increased – company expansion / employment / global competitiveness?
- Share tips and lessons learned on how collaboration can improve business performance and productivity
- Share any initiatives you engage with that support increased collaboration
- What key innovation messages / lessons learned / tools can attendees take away to use within their own businesses

Format of session: 20-minute presentation followed by 10 mins questions from audience / using sli.do

Don't forget

- Engage the audience – who has this issue? The CBI chair will help start the ball rolling with a few questions. Please input what you would like them to be so we get good content coverage ...
- Use SLIDO – poll or ask questions to the audience during the session –. (send questions to Karen in advance to set up)
- Illustrate / demonstrate – pictures speak a thousand words; a table / info graphics / photographs / video can demonstrate results better than words.

GUIDANCE NOTES

Audio Visual:

A lectern with lectern microphone, remote clicker / mouse and preview monitor will be available for presentation delivery. Should you require pc sound or a lapel / tie clip mic, please advise Karen Hoey as soon as possible.

Information for delegates:

Please can you send a short brief / copy regarding the CDE and Ulster University collaboration and pen pics of the speakers? This will be used in the notes for Nick Whelan who will be introducing the session and also for the website / delegate pack. Please can this be sent by Wednesday 20 June.

Rehearsals and Photographs:

Speaker rehearsals and checking of slides will take place at 7:45am followed by speaker photographs at 8am at Ulster University.

PowerPoint:

Please provide any slides in a powerpoint format (not pdf) and video (if using) by Tuesday 26 June at 12 noon latest to karen.hoey@cbi.org.uk (max 7mb file size). Should the file be larger, please send via wetransfer.com Following the conference we will send delegates the presentations in a PDF format. If we are not permitted to send the slides to delegates, please advise Karen Hoey no later than Tuesday 26 June.

Sli.do:

We will be sli.do throughout the conference. We find that this is a very engaging tool that allows delegates to ask questions to speakers or respond to multiple choice questions or polls with results shown live on screen. We can chat through this during our briefing call should you wish to use this during your session. Questions / polls with multiple choice answers to be submitted to Karen Hoey by Monday 25 June.

For further information, please contact:

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