



**BIC Workshops to be held in:  
Stafford or Stoke on Trent**



**Price includes facilitation, all materials, refreshments  
and a buffet for all half day and full day workshops**



**FREE  
SELF DEVELOPMENT  
WORKSHOPS & EVENTS  
TO ENCOURAGE  
INNOVATION IN 2012**

**Please book me onto/send further information on the  
workshops I have ticked to (delete as appropriate):**

**Name:** .....

**Company:**.....

**Address:** .....

.....

.....

**Tel:** .....

**Fax:** .....

**E-mail** .....

**TEL: 01782 33798**

**OR E-MAIL:**

**sandra.butterworth@thebic.co.uk**



W  
O  
R  
K  
S  
H  
O  
P  
S  
/  
E  
V  
E  
N  
T  
S  
  
2  
0  
1  
2



*“Plenty of things to think about and left feeling very Inspired !”  
FantastICT  
12 October 2011*

*“Very interesting and engaging - especially enjoyed the discussions, exercises and tests!!”  
Stone Junction Ltd  
21 September 2011*





## INNOVATION WORKSHOPS & EVENTS

To help you develop a culture of innovative practice



### INNOVATION

#### The Importance of Innovation Workshop

Why do we need to be Innovative? How can we bring Innovation into our businesses and how can we use Innovation to grow our business?

14 Mar 4 - 6pm (Stoke) FOC\*

19 Sep 4 - 6pm (Stoke) FOC\*

### INTELLECTUAL PROPERTY RIGHTS

#### Image Rights - Networking Event

Are your Protected? Are you infringing somebody else's Image Rights? This event could potentially save you thousands of pounds in copyright fees.

9 Feb 12-2pm (Stafford) FOC\*

#### Understanding Intellectual Property Rights Workshop

Every business owns IP. What intellectual property do you own?

Learn about the different types!

Delivered by the Intellectual Property Office

8 March 2012 9 - 1pm (Stoke) FOC\*

#### Intellectual Property Rights Workshop

Designed for people who want to really understand the different Intellectual Property Rights - Patents; Trade Marks, Copyright; Registered, Unregistered Designs and How to deal with Infringement of your Intellectual Property Rights

4 July 2012 10 - 4pm (Stafford) FOC\*

### FUNDING

#### Protect & Fund your Innovation

What is Intellectual Property? How can you protect your ideas and products?

What funding is available for innovation - what are the latest schemes?

28 Mar 4-6.30pm (Stoke) FOC\*

3 Oct 4-6.30pm (Stoke) FOC\*

*\* For limited period all BIC events and workshops are free of charge to Staffordshire based individuals and small and medium sized companies*

Turning Innovative Ideas into Business Opportunities



## INNOVATION WORKSHOPS & EVENTS

To help you develop a culture of innovative practice



### NEW PRODUCT DEVELOPMENT

#### New Product Development Workshop

Structured proven 7 step process to reduce risk and keep your new product development on track. Includes practical techniques and useful templates to follow.

18 Apr 4-8pm (Stafford) FOC\*

31 Oct 4-8pm (Stafford) FOC\*

### LEADERSHIP

#### Leadership Skills Workshop

A leader has a role in encouraging innovation. What are the key steps to leading innovation?

2 May 4-6pm (Stoke) FOC\*

14 Nov 4-6pm (Stoke) FOC\*

#### Leadership in Innovation Workshop

The role of the Leader in Motivating Change through Innovation. Key Steps to Leading Innovation. What are the traits of today's Successful leaders?

26 Sep 10-4pm (Stafford) FOC\*

### MARKETING

#### Marketing your Innovation Workshop

How to get your Innovation to market. Innovation - the successful exploitation of a new idea.

16 May 4-6pm (Stoke) FOC\*

21 Nov 4-6pm (Stoke) FOC\*

#### New Product Marketing Workshop

Understanding markets and customers. Marketing Tools and Tactics. Minimising risks and successful launches. Includes useful templates.

10 October 10-4pm (Stafford) FOC\*

*\* For limited period all BIC events and workshops are free of charge to Staffordshire based individuals and small and medium sized companies*

Turning Innovative Ideas into Business Opportunities