



# john logie baird

Programme 2008

## Workshop 1 - Protecting the Intellectual property for YOUR INNOVATION

Intellectual Property is one of the most valuable business assets that your company owns. Your intellectual property may take the form of some unique design, formula, invention, process or system. IP often provides the leverage needed for companies to successfully stay ahead of the competition. That makes protecting your IP essential.

Ownership of IP rights is the legal recognition you receive for your creative effort. It gives you the right to fully exploit your IP to own, sell, license or bequeath your IP in much the same way as you can with real estate.

### Focus on:

- IP Ownership
- Patents and Patenting
- Copyright
- Design Right
- Registered Design and Design Registration
- Trade Marks and Trade Mark Registration
- Licensing

### Glasgow

Date: Friday 23rd January 2009  
Time: 10.30-2.30  
Venue: GO Business & Training Centre  
2<sup>nd</sup> Floor  
George House  
36 North Hanover Street  
Glasgow  
G1 2AD

### Edinburgh

Date: Tuesday 20th January 2009  
Time: 10.30-2.30  
Venue: Edinburgh Training Centre  
16 St. Mary's Street,  
Edinburgh  
EH1 1SU

### Inverness

Date: Wednesday 14th January 2009  
Time: 10.30-2.30  
Venue: Kingsmill Hotel

Culcabock Road  
Inverness  
IV2 3LP

### Aberdeen

Date: Tuesday 13th January 2009  
Time: 10.30-2.30  
Venue: Enterprise North East Trust  
Enterprise Business Centre  
Admiral Court  
Poynerook Road  
Aberdeen  
AB11 5QX

### Dundee

Date: Wednesday 21st January  
2009  
Time: 10.30-2.30  
Venue: Scottish Enterprise  
Enterprise House  
3 Greenmarket  
Dundee DD1 4QB

## **Workshop 2 - Getting YOUR INNOVATION market ready**

You have your idea - now what? Are you in a position to launch your innovation on the market? How will you get your innovation to a state that buyers will be able to use it easily? Are you in a position to deliver to your customers? What is the best route to market - Licensing or Business route?

### **Focus on:**

- How good is your idea ( how to measure good innovation)
- Licensing vs. business route
- Project Management tools – PERT Chart, Gantt Chart, spreadsheets, product life cycles
- The Missing Gap - Managing outsourced consultants ( What designers can do for you, taking on designers, photographers, engineers and architects; what to look out for and how to deal with them)

<b>Glasgow</b>	Friday 27th February 2009	10.30am-2.30pm
<b>Edinburgh</b>	Tuesday 24th February 2009	10.30am-2.30pm
<b>Inverness</b>	Wednesday 11th February 2009	10.30am-2.30pm
<b>Aberdeen</b>	Tuesday 10th February 2009	10.30am-2.30pm
<b>Dundee</b>	Wednesday 25th February 2009	10.30am-2.30pm

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## **Workshop 3 -Taking YOUR INNOVATION to market successfully**

Inventing the product or service is said by many to be the easy bit. Selling it is another matter. Understanding the marketing process is essential so that your product is positioned correctly and you are targeting those most likely to buy. This workshop will inform you about market research, developing a strategy and creating an effective promotional toolkit. It will help you devise a cost effective, practical strategy that works for you and sells your product.

### **Focus on:**

- Market Research
- Building your strategy, plan and budget
- Pricing
- The promotional toolkit - tools and techniques for successful promotion

<b>Glasgow</b>	Friday 20th March 2009	10.30am-2.30pm
<b>Edinburgh</b>	Tuesday 10th March 2009	10.30am-2.30pm
<b>Inverness</b>	Wednesday 18th March 2009	10.30am-2.30pm
<b>Aberdeen</b>	Tuesday 17th March 2009	10.30am-2.30pm
<b>Dundee</b>	Wednesday 11th March 2009	10.30am-2.30pm

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#### **Workshop 4 - Investor Readiness - scaling up YOUR INNOVATION**

Small business and individual innovators often submit crude business plans to banks and other potential investors, and are frequently disappointed when the investor (bank, enterprise company, business angel, local authority) decides that the new venture is not yet 'investment ready'.

You need a business plan which stacks up, management which has the knowledge and business expertise to succeed, and knowledge of how and where you can seek to raise finance.

Focus on:

- Business planning
- Management competence
- Sources of internal and external finance

<b>Glasgow</b>	Friday 24th April 2009	10.30am-2.30pm
<b>Edinburgh</b>	Tuesday 28th April 2009	10.30am-2.30pm
<b>Inverness</b>	Wednesday 22nd April 2009	10.30am-2.30pm
<b>Aberdeen</b>	Tuesday 21st April 2009	10.30am-2.30pm
<b>Dundee</b>	Wednesday 29th April 2009	10.30am-2.30pm

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