

Monday 12th June | 3pm-6pm | Canbury Works, Kingston

Meaningful, Achievable and Profitable Innovation

How to know what your end user wants and then give them exactly what they need

Do you truly understand your target market or end user? Are you certain that your solution precisely meets their needs? Are you sure your innovation is actually innovative? Meet some empowering methodologies and discover how they can drive meaningful innovation in every organisation – from Tech Start-up to public sector Institution.

During this event we will discover why these methodologies are seen as critical to innovation in every sector and how you can access support for your organisation. We will dive into some of the techniques and approaches and review some success stories.

Ian Ferris

Getting the early Stages of Innovation Right

Ian is a design and innovation specialist who helps clients exploit the potential of design to accelerate business growth through the commercialisation of IP, technology innovations and new business concepts. He is an Innovation Director for the Co-Innovate programme at Brunel University London, a Design Associate at the Design Council and design mentor with Innovate UK.

Ian will outline the challenges of getting innovation right for SMEs/Start-ups, how design thinking in the early stages of innovation can help identify value and about Co-Innovate, a doorway into Brunel University for supporting innovation activity.



Heather McQuaid – Opening the Design Thinking Toolkit

Heather is a Co-founder of Future Tonic, helping companies create successful products & services using Human-Centred Design. The Future Tonic approach draws on connecting ideas from disparate fields, including the neuropsychology of creativity, business model canvases, and human-centred design, to create intriguing mash-ups that challenge assumptions. Heather is a strong proponent of experiential learning--learning by doing--and a certified instructor for the LUMA Institute.

Heather will introduce some of the methodologies and techniques that her team use to help businesses and organisations understand need, identify opportunity and realise solutions.



Mark Hester – How to Have Great Ideas...to Order.

Mark graduated from Brunel University with a Bachelor of Science in Industrial Design. He is the Human-Centred Design lead at The Imagination Factory, a local design consultancy with an open, agile and collaborative philosophy that ensures that all projects are focused on the motivations, needs and desires of the people the team are designing for. Mark blogs and writes extensively on ways to think in order to generate great ideas.

Mark will introduce some of the projects that have benefitted from design thinking methodologies and un-pick the thought processes that have generated success for the Imagination Factory's clients.



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Agenda

3pm	Arrival, registration & refreshments
3.30pm	Talks (1 hour)
4.30pm	Drinks break
4.45pm	Panel discussion
5.15pm	Networking
6pm	Thanks & Finish

Venue Location

Canbury Works Co-Working Space

Units 6-7 Canbury 2000 Business Park , Elm Crescent ,
Kingston upon Thames , Surrey , KT2 6HJ

Getting there

Canbury Works is located in the heart of Kingston only 3 minutes walk
from Kingston Station and Kingston Bus Station.

Parking

We regret that there is no available parking on site but there are public car parks within 5 minutes walking distance including [Canbury Place Car Park](#) and [Seven Kings Car Park](#) There is off-street parking with a 4 hour limited duration on [Gordon Road](#)

