

**Organiser:**

The workshop is provided by Tutech Innovation GmbH, a company owned jointly by Hamburg University of Technology (TUHH) and the Free and Hanseatic City of Hamburg whose mission is to promote effective transfer and exploitation of scientific and technical knowledge.

**Venue:**

At the premises of  
**Tutech Innovation GmbH**  
Harburger Schloßstraße 6-12  
21079 Hamburg, Germany

**Fees:**

Workshop € 595 (VAT included) includes copy of materials, lunch and refreshments.

**Conditions for registration and participation in events:**

You may cancel your registration and withdraw from the contract on payment of a handling fee of € 50 (+ VAT) up to two weeks before the date of the event. Cancellations must be made in writing. In the case of later cancellations received up to a week before the date of the event, half of the participation fee will be charged; after this the full fee will be charged. An exception will be made if a substitute participant is sent.

[Conditions of participation](#)

**Further Information:**

Silke Ludewigs  
Tel: +49 40 76629-6353  
Fax: +49 40 76629-6359  
E-Mail: [academy@tutech.de](mailto:academy@tutech.de)  
[tutech.de/termine](http://tutech.de/termine)

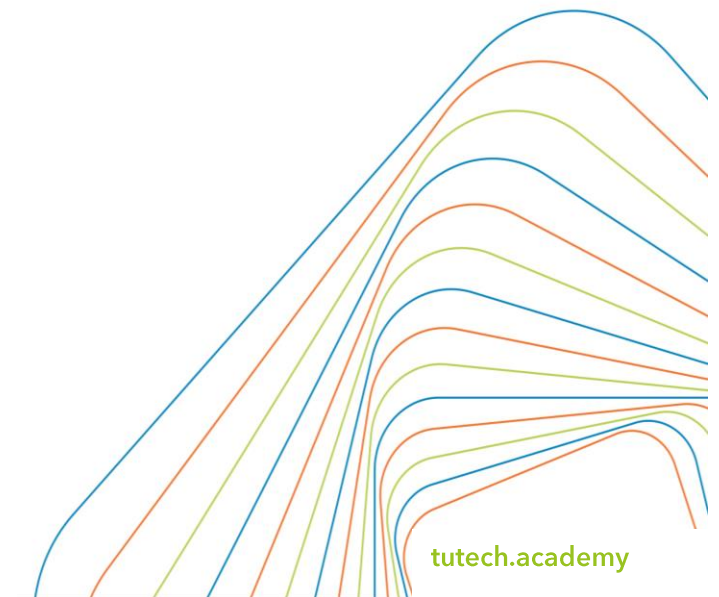
**Registration**



© Tutech Innovation GmbH

# Creating Value from Knowledge

## An Introduction to Innovation Management



## Content and Aim of the Workshop

The workshop aims to give an understanding of what it means to translate knowledge, or ideas, into something that creates economic and societal benefit in other words innovation. The workshop will develop the participants' ability to relate to how business views knowledge and give an understanding of what it takes to exploit knowledge for commercial gain. It also looks at the role of different functions such as technology transfer offices in universities to help this process that is immensely important to society.

## Workshop format

The workshop will follow the form of lectures followed by group exercises with discussion feedback. It aims to be very practical and interactive, giving students skills and understanding that they themselves can apply rather than business theory, though current business approaches to innovation will be discussed. The language of presentations will be English.

## Target Group

This workshop is particularly suitable for early-stage researchers, e.g. PhD candidates or postdocs, or others who have had little exposure to business oriented R&D. The workshop will be of value both for participants contemplating a switch to working in industry, and those seeking to remain in research but whose work is likely to involve working with industry. People from the humanities are also very welcome.

## Programme

### 09:00 Registration and morning coffee

09:30 Introduction to workshop and tour de table

- ▶ Introduction to Innovation Exercise
- ▶ The Business environment Exercise
- ▶ **12:30 - 13:30 Lunch**
- ▶ Exploiting research results Exercise
- ▶ Innovation process and its management
- ▶ Role of technology transfer office
- ▶ Summary, conclusions, feedback Q&A

### 16:30 Close

*Timings are indicative only*



## Trainer

The workshop will be given by **Monica Schofield** CEng FIET.

Monica currently heads the Business Area Consultancy and Competence Development at Tutech and is Director International Cooperation. She is responsible for leading a team providing services for researchers at Hamburg University of Technology and external clients to help them make optimal use of the opportunities provided by European funding programmes for research, innovation and regional development. Monica has been involved with the Framework Programme as coordinator, evaluator and expert advisor since 1992. Prior to joining Tutech she had an industrial career in robotics as a research and development manager. She has been delivering workshops on research management across Europe since 1995. Monica has a degree in engineering science from the University of Durham, is a Chartered Engineer and Fellow of the Institution of Engineering and Technology.