

I wonder how!!!

Tuesday 26th September

Museum in Docklands

New business opportunities from every-day objects

Ever wondered..... Can I improve on the design of a simple paperclip? Or is there any possible innovation left for the humble cardboard box?

Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities.

Are you interested in refreshing and updating your company's products?

Come and listen to the experiences of SMEs who have created new business opportunities by re-designing everyday products.

Take part in an interactive workshop brought to you by the SME Innovation Support Programme. This will allow you to work in groups to strip down an everyday product and put it back together in a new or innovative way.

Learn how you can adopt these techniques for your own business.

Learn about the activities in the design & development process that shape products in our everyday lives

This event will be held on **Tuesday 26th September from 9am till 3pm at the Museum in Docklands, Hertsmere Road, West India Quay, E14 4AL.**

The Museum is a 2 minute walk from West India Quay or a 10 minute walk from Canary Wharf. There is an NCP car park situated behind the museum.

All delegates will receive a free admission ticket to the Museum to be used at any time

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Session 1	Session 2
8:30 Registration & Refreshments	
9:00 Welcome & Introduction	
9:10 Design in it's simplicity - Alan Eklid	11:00 Interactive "Redesign" Workshop
9:45 Case study - The humble Coat Hanger	12:30 Workshop presentations
10:00 Adding value to design through user understanding - Matt Hurley	13:00 Networking & Lunch
10:25 Case study - John Slade, Vision Awareness	13.30 1:2:1 Surgeries (by appointment)
10:45 Networking & Refreshments	

SMEs in London's Objective 2 areas, can book a 1:2:1 surgery to hear how they can access over £50k worth of consultancy and grants to support product re-design or development to exploit new business opportunities.

Alan Eklid is the Business Advice Manager at ip21, a company that advises on intellectual property protection, exploitation and design management. Alan is an experienced design and innovation mentor and is passionate about design and its role in businesses.

Matt Hurley established the Product Design Lab at UEL's Knowledge Dock that provides wide ranging support to businesses from the creation of visual concepts to sourcing of technology and materials to add value to products and services.



The Humble Coat Hanger: Hear how new business opportunities were generated from a simple coat hanger by its transformation into a personalised football shirt hanger.



John Slade, Vision Awareness: PIE (Peripheral Image Enhanced) Accessible Signage. Hear about the development of a Wayfinding and Location signage system for blind and partially sighted people.

To be a part of this informative and interactive event or to find out more details please visit www.smeinnovation.org or contact s.taylor@ANGLEplc.com