



5 - 7 March 2002 Christchurch

Toolkit Workshops

wednesday 6 march, level one Christchurch Convention Centre

11.00am - 11.30am	Roadmap to government services - how Government can help you develop your business 1	Innovative business plans 2	Bright Art Sparks - Innvoate Queenstown 19	How to decide to be your own boss, and how to get the money to get started 8
11.30am - 12 noon		Protect your ideas - what intellectual property rights are and how they can be used to protect innovative ideas 11	How to become more competitive 6	How to manage knowledge within your organisation to improve innovation 7
1.00pm - 1.30pm	Roadmap to government services - how Government can help you develop your business 1	Protect your ideas - what intellectual property rights are and how they can be used to protect innovative ideas 11		IT planning for your business and beyond 13
1.30pm - 2.00pm				Innovative people management 4
2.00pm - 2.30pm	Innovation and growth 5	Creative Industries Navigation - what's the big idea? 18	Innovation and product/service development 3	How to manage knowledge within your organisation to improve innovation 7
2.30pm - 3.00pm	How to decide to be your own boss, and how to get the money to get started 8	Ten steps to patenting your invention 14	How to become more competitive 6	Innovation we all want it how do we get it? 12
3.00pm - 3.30pm	How to have a harmonious and productive workplace 9	How trade marks and domain names strengthen your brand 15	Clusters - how they work for businesses 10	Business Incubators - improving the success of entrepreneurs 17

Toolkit Workshop Presenters & Topics

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| <p>1 Roadmap to Government Services - how Government can help you develop your business
Presented by Lins Kerr, Foundation for Research & Science Technology, Janet Takarangi and John Shirtcliff, Industry New Zealand, Eugene Bowen, Trade NZ, Evan Nathan, Te Puni Kokori and Gary Langford, Investment New Zealand</p> <p>2 Innovative business plans - how to create a business plan that will focus you, your staff and your customers to reach your business objectives
Presented on behalf of <i>BIZ</i> by Glen Senior, The Small Business Company Ltd, Martin Witty, Witty Gordon, Linda Penno and Merv Johnson, Johnson Penno and Chris O'Connell, The Bridge Ltd</p> <p>3 Innovation and product/service development - how to continually innovate your products and services to future-proof your business
Presented on behalf of <i>BIZ</i></p> | <p>4 Innovative people management - how to motivate and reward your staff without giving them a pay rise
Presented on behalf of <i>BIZ</i></p> <p>5 Innovation and growth - how to avoid the growing pains caused by fast growth
Presented on behalf of <i>BIZ</i></p> <p>6 How to become more competitive - what you need to do to get the most out of your marketing programme
Presented by Dr Brendan Gray, University of Otago</p> <p>7 How to manage knowledge within your organisation to improve innovation
Presented by Jenny Darroch, University of Otago</p> <p>8 How to decide to be your own boss and how to get the money to get started - your options and the things you need to consider for funding and developing your business
Presented by Jenny Darroch, University of Otago</p> |
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INNOVATE

Great ideas. Successful business.
Ariā nui. Kaipakihi momoho.

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thursday 7 march, level one Christchurch Convention Centre								
9.20am - 9.50am	Roadmap to government services – how Government can help you develop your business	1	Innovative business plans	2	Creative Industries navigation – what's the big idea?	18	IT planning for your business and beyond	13
9.50am - 10.20am			Innovation and growth	5	How to become more competitive	6	How to manage knowledge within your organisation to improve innovation	7
11.00am - 11.30am	Innovation – we all want it, how do we get it?	12	Protect your ideas – what intellectual property rights are and how they can be used to protect innovative ideas	11	Business Incubators – improving the success of entrepreneurs	17		
11.30am - 12 noon	How to have a harmonious and productive workplace	9	Clusters – how they work for businesses	10	Protect your ideas – what intellectual property rights are and how they can be used to protect innovative ideas	11		
1.00pm - 1.30pm	Roadmap to government services – how Government can help you develop your business	1	Legal pitfalls of commercialising intellectual property	16	Innovation and product/service development	3		
1.30pm - 2.00pm			Ten steps to patenting your invention	14	Bright Art Sparks – Innovate Queenstown	19		
2.00pm - 2.30pm	Innovative people management	4	How trade marks and domain names strengthen your brand	15	How to become more competitive	6	How to manage knowledge within your organisation to improve innovation	7

9 How to have a harmonious and productive workplace
Presented by Peter Conway, Economist, NZ Combined Trade Unions & Bernard McIlhone, NZ Engineering, Print and Manufacturing Union

10 Clusters – how they work for businesses
Presented by Alan Koziarski, Industry New Zealand

11 Protect your ideas – what intellectual property rights are and how they can be used to protect innovative ideas
Presented by Simon Reeve, Tina O'Keeffe, Kate Duckworth and Alan Hook, Intellectual Property Office of New Zealand (IPONZ)

12 Innovation – we all want it, how do we get it?
Presented by Bill Poulos, EDS Fellow

13 IT planning for your business and beyond
Presented by Joe Hill, EDS Fellow

14 10 steps to patenting your invention
Presented by Matt Adams, AJ Park

15 How trade marks and domain names strengthen your brand
Presented by Corinne Blumsky, AJ Park

16 Legal pitfalls of commercialising intellectual property
Presented by Alastair Boyle, AJ Park

17 Business Incubators – improving the success of entrepreneurs
Presented by Peter Barrowclough, Industry New Zealand

18 Creative Industries Navigation – what's the big idea?
Presented by Caroline Robinson, Elisabeth Vaneveld and Richard Howard, Creative New Zealand

19 Bright Art Sparks – Innovate Queenstown
Presented by Caroline Robinson, Creative New Zealand