

The King's Lynn Innovation Exhibition

13 June 2017

Morning Workshops: 11.00am - 11.45am

'Innovation by Design' Alex Menhams, Kaleida

In this session, Alex Menhams of Kaleida shows how co-design – seeing the world through customers' eyes and designing solutions with them – is a great place to start. Drawing on his experience with global companies (Astra Zeneca and Shell) and local businesses (Adnams, Boxford Group and Monthind) Alex reveals how your team can gain the mindset, skills and tools to drive innovation.

'Innovation New Anglia' Alice Reeves, Hethel Innovation

This session will focus on Innovation New Anglia - a new ERDF funded programme, Innovation New Anglia, run by Hethel Innovation.

This builds upon the success of the previous project and is a 3-year, innovation-led business support program operating within Norfolk and Suffolk.

'Driving business growth through innovation' Roger Hetherington, Enterprise Europe Network

An overview of Enterprise Europe Network's free of charge services, including:

- helping businesses find international collaboration partners
- helping SMEs access the different European and National innovation support programmes
 - providing general advice around innovation and internationalisation
 - providing information relating to trading in specific international markets
- acting as a 'gateway' to services and support provided by other members of the 'Innovate UK family' such as the KTN, National Contact Points and Catapult Centres

NEWANGLIA
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for Norfolk and Suffolk

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Kaleida

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Book your place at the King's Lynn Innovation Exhibition:
01553 970970 klicreception@nwes.org.uk

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Afternoon Workshops: 1.00pm - 1.45pm

'Get More From Your Email Marketing' Holly Stibbon, 101 Smart Ltd

Improve your return from email marketing by understanding and acting upon the behaviour of your recipients. This workshop will provide practical, take away tips to improve your results. All attendees will be entitled to a review of their current email marketing campaigns after the session.

'What's the SCORE?' Rob Bush, SCORE Grants

Are you involved in Offshore Renewables and have a new innovation that needs support? Looking to diversify into Offshore Renewables?

If the answer to either of these questions is 'Yes' join us to find out about the SCORE project and how it can support your business through either bespoke business and innovation support or up to £50,000 of grant funding.

'Beef up your business' Chris Sharman, New Anglia, Joe Watson, GCGP

A session focussing on the free and impartial services available from your local enterprise partnerships to help your business grow. The session will include the following:

- grant schemes offering up to 500k towards capital investment projects
- a small scale grant scheme providing up to 10k to help with the introduction of new services and products, growth, or improvements in productivity or efficiency
- free energy saving surveys, grants towards energy saving equipment and an opportunity to join your local carbon charter
- access to vital business advice to help your business overcome challenges and succeed
- grants for initiatives to improve the efficiency and productivity of the food supply chain from farm to supermarket

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