

INNOVATE OR STAGNATE – FREE SEMINAR

INNOVATION IN DESIGN AND MANUFACTURING SEMINAR

Many companies face mounting pressures to innovate; yet finding ways to actually enable innovation remains a challenge for most. One of the keys is to use **design and manufacturing partnerships** to uncover new ways to make your products functionally rich with less cash whilst decreasing time to market. Of course you need the right partners with the appropriate expertise and the right product range.

Customer demands are increasing and product life cycles are reducing. The cost of a product is largely fixed by the design: in many cases the best way to innovate or increase cost effectiveness is to improve the design and get it right with manufacturing, procurement and test in mind.

Supporting your organisation with up to the minute market and technical expertise is now more important than ever.

“The future belongs to people who see possibilities before they become obvious.” Ted Levitt

This seminar, the first in the 2009 **Innovate or Stagnate** seminar series brings together a number of companies who have collaborated to bring about innovation and create innovative design and manufacturing solutions for their customers.

Find out how through partnerships you can uncover and develop innovative solutions, at lower cost and in shorter timescales.

Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable. William Pollard.

Short sharp presentations, practical demonstrations with optional factory tour.

EVENT DETAILS:

Date: 30th April 2009
Time: 10am until 3.00pm
Venue: Axiom Manufacturing Services, Newbridge, Gwent

WHO SHOULD ATTEND?

Operations and Production Directors, Senior Managers, R&D Managers, Designers.
Those involved in innovation, supply chains, new product development and strategic change.

WHY YOU SHOULD ATTEND

It is always difficult giving up your time to come to a seminar. I always ask myself several questions when deciding whether to venture out:

1. What will I get out of the seminar?
2. Will it provide me with some information that can help with some of the strategies that I am putting in place?
3. Will I meet anyone who could be of benefit to my organisation?

This day will suit you if your organisation has any of the following challenges or needs:-

- Can see market opportunities that you cannot respond to
- Are stagnating in the market place and losing competitive advantage
- Need additional resource to get new products to market
- Need to add more value into your products at the same or less cost
- Interested in standard off the shelf solutions (reference designs) to which you can add your unique value and expertise
- Need to make changes but unsure of who to select as new partners
- Need design and manufacturing partners who are stable in the market place with a strong supply chain
- Problems that need to be solved fast
- Opportunities that need to be acted upon now
- Challenges from competitors, customers and suppliers that you need to meet more efficiently and profitably
- There will be other companies attending that you would like to meet.

KEY LEARNINGS:

- Why you should develop partnerships for competitive advantage
- What is design for excellence and how you can improve product designs and improve cost effectiveness
- Why the OEM and manufacturer should collaborate at the outset of any product design project
- How to achieve cost effective designs before you go into manufacture
- How to effectively incorporate reference designs into your product development strategy
- Why a strong supply chain is essential to your business

AGENDA:**10:00 Coffee and Registration****10:30 Welcome**

Jacqui Malpass – Marketing Manager – Axiom Manufacturing

Services

10:40 Introduction Developing partnerships

Looking at:-

Challenges :: Developing opportunities :: Implementation

Presented by:-

Kevin Wilcox – Business Development Manager - Axiom Manufacturing Services :: Rob Day – Product Engineering Division Manager – TTP :: Paul Gannon –EBV

11:05 Break**11:20 Theory to practice – A case example of design and partnership innovation with Axiom and TTP**

Presented by:-

Rob Day – TTP :: Kevin Wilcox – Axiom Manufacturing Services

11:40 Applying DfX* to increase innovation

Looking at how to :-

Reduce the number of prototypes and components :: Reduce risk of component obsolescence :: Reduce design time and associated costs :: Reduce manufacturing and quality costs :: Reduce approval costs :: Increase time to market

Presented by:-

Dean Taylor – Operations Director – Axiom Manufacturing Services

12:00 Improving cost effectiveness via product design–

Looking at:-

New technologies (access to and implementing) :: Longevity of design :: Improving cost effectiveness :: Access to manufacturer's knowledge base

Presented by:-

Paul Gannon– EBV

Lunch and networking**13:00 Development tools and reference designs in action – demonstrations****

- Hands on demonstrations with the EBV team available to discuss any requirements or questions that you have
- Optional factory tour – see Axiom in action

15:00: Close

*DFx = design for manufacturing, test and procurement

** EBV Reference Design Solutions examples

[MercuryCode](#)

[DragonFire](#)

[FalconEye](#)

“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.” William Pollard

“Innovation is the ability to see change as an opportunity - not a threat” William Pollard

BOOKING

Please book online at <http://www.axiom-ms.com/uk/910.htm>

Or call / email Adele Jones on 01495 242189 / adelej@axiom-ms.com

For other information please contact:-

Axiom Manufacturing Services
Jacqui Malpass – Marketing Manager
Email: jacquim@axiom-ms.com
Call: 01495 242071

Booking Notes

1. Places are available on a first come, first served basis (maximum 30)
2. Places are restricted to 2 people per company
3. All names of attendees must be provided to gain entry to the Axiom site prior to the event, any modifications must be notified at least 48 hours in advance
4. Cameras and mobiles phones are not allowed in restricted areas, lockers will be provided
5. People undertaking factory tours will be provided with ESD protective clothing and foot straps please ensure that you wear suitable shoes (ladies long boots make it difficult for the straps to be worn)
6. Please advise us of any special requirements or dietary needs
7. If you need a hotel please call Adele who will be able to make recommendations

SPEAKERS AND TEAM MEMBERS

Are there any speakers that you would specifically like to meet following the event? Please let us know and we will arrange a 1-2-1 for you.

EBV	Axiom Manufacturing Services	TTP
Paul Gannon - Regional Sales Manager Stephen Morris – UK regional Applications Manager Danny McKinstry – Axiom Account Manager Richard Hurst – Account Manager	Dean Taylor – Operations Director Kevin Wilcox – Business Development Manager Jacqui Malpass – Marketing Manager	Rob Day - Product Engineering Division Manager

HOW TO FIND US

<http://www.axiom-ms.com/uk/318.htm>

Postcode NP11 5AN
Pant Rd or Crumlin Rd on A467