

REGISTER BEFORE TUESDAY, 8 MAY 2007 TO GAIN A DISCOUNT ON YOUR DELEGATE FEE www.theiet.org/shortcircuit



THE 3RD INSTITUTION OF ENGINEERING AND TECHNOLOGY
SHORT CIRCUIT SEMINAR

THE ENTREPRENEURIAL ENGINEER

Give yourself the means, confidence and motivation to succeed in business, creating wealth for you and your company

TUESDAY, 5 JUNE 2007
Robinson College, Cambridge, UK

This is what last years' attendees had to say:

"EXCELLENT THEMES AND MESSAGES TO INSPIRE MY STAFF"

"A GREAT MIX OF THOUGHT PROVOKING PRESENTATIONS AND ENJOYABLE INTERACTIVE FUN"

THREE REASONS WHY YOU SHOULD ATTEND

- Discover how entrepreneurship is not exclusive to start-ups but can thrive in established companies. Identify and overcome the barriers to innovation, working within your company's structure
- Learn how the inevitable mistakes and failures that accompany entrepreneurship can inspire and drive success
- Identify the delegates with similar challenges and potential solutions through our Open Space sessions. Find key contacts and partners that often get missed through ordinary networking

In partnership with:



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WHO SHOULD ATTEND?

You should attend if you are:

- An engineer who wants to transform your ideas into commercial success
- Frustrated with your efforts so far and looking for further inspiration
- Already successful and keen to share what you have learned
- A current or aspiring entrepreneur, from student to director!

SPEAKERS

Sir Robin Saxby was involved in founding ARM and joined the company in February 1991 as President and Chief Executive Officer becoming Chairman from October 2001 to 1 October 2006. Prior to ARM, he was with ES2, Motorola Semiconductors and Henderson Security Systems Limited. He has also served as Chairman of the Open Microprocessor Initiative Advisory Group, which advised on collaborative R&D activity within Europe.

Sir Robin was knighted in the 2002 New Year's Honours List. He became President of the IET in October 2006 and stepped down as Chairman and as a director of ARM at that date. He is a non-executive director of Glotel plc.

Mike Southon is one of the world's top business speakers, a Fellow of The Professional Speakers Association. He is a Visiting Fellow in Innovation and Entrepreneurship at London South Bank University. He has made frequent appearances on television and radio, and is a regular commentator in the Financial Times.

Since 2000, Mike has co-authored with Chris West four bestselling books: The Beermat Entrepreneur, The Boardroom Entrepreneur, Sales on a Beermat, and Finance on a Beermat.

Rob Valli has twenty years of successful executive & entrepreneurial leadership in investment banking and technology ventures. His professional background and experience dovetails business, higher education, leadership and service. Currently, Rob is the only international advisor to the Kauffman Foundation, a \$2 billion non-profit focused on education and entrepreneurship.

Gareth Rhys Williams is the Chief Executive of Vitec Group, appointed to the Board in 2001. He was previously Managing Director, Central Europe, of BPB plc. Prior to this he held senior management positions with Rexam plc, responsible for their European film coating business, and for NFI Electronics. Following initial training in IT at STC, he joined Lucas in a production management role before studying for his MBA at INSEAD. He is a chartered mechanical and electrical engineer.

Johnnie Moore is a facilitator and marketing consultant with a strong background in marketing. His principal interest is in the human aspects of organisations. He is an expert in "soft skills", combining business logic with an appreciation of the ability of humans to surprise and amaze.

The Institution of Engineering and Technology

On 31 March 2006, the IEE and IET formed a new organisation, the Institution of Engineering and Technology. The Institution welcomes involvement from and communication between all sectors of science, engineering and technology and places you at the heart of a global community of more than 150,000 engineers and technologists.

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INTRODUCTION

Being a business leader means more than technical ability. This event will explore how to turn good technology into successful business.

A series of thought-provoking lectures highlighting key contributors to the success or failure of business ideas will be followed by an extended "Open Space" session, a simple but effective structure to create high levels of engagement for conference audiences.

Open Space will allow you to identify themes from the morning session that you'd like to explore further, or to raise other matters that you feel are important but haven't yet been addressed. It also creates an excellent opportunity to network with others who share your interests.

PROGRAMME

TUESDAY, 5 JUNE 2007

08.30 Registration and Refreshments

Chairman:
Mark Crowne
Principal Consultant
Contact to ContRact

09.15 **Keynote Presentation: The Entrepreneurial Engineer**
Sir Robin Saxby
President
The Institution of Engineering and Technology and Chairman Emeritus, ARM Holdings

In the mid 1990s, Sir Robin Saxby commented that Cambridge had one of the highest intelligence to wealth ratios in the world. Cambridge has been the home of many famous mathematicians, scientists, engineers and Nobel prize winners, but until recently it has not been very good at wealth creation. Since then several Cambridge-founded companies have gone public successfully, ensuing wealth creation for founders and employees alike. The Judge Institute and MIT collaboration have helped energise many University-incubated start-ups.

Sir Robin will discuss some of his experiences in creating wealth from technology and what is required beyond engineering skill alone, as well as highlighting a few pitfalls to avoid along the way.

Organised by
THE INSTITUTION OF ENGINEERING AND TECHNOLOGY MANAGEMENT NETWORK AND ARM
www.theiet.org/communities

09.45 Unlock your Inner Entrepreneur

Mike Southon
The Beermat Entrepreneur

Contrary to popular belief, innovation is as strong in established companies as it is in startups, and is more likely to succeed if given a chance. But established companies tend to be highly risk averse. You will discover how to overcome barriers to entrepreneurship within companies; learn to embrace risk as a positive state and how to use support of your company's structure to best advantage.

10.15 Refreshments

10.45 It's Who you Know that Counts

Rob Valli
Doctoral Researcher, Centre for Technology Management
University of Cambridge
Former Director for Advancing Innovation
The Kauffman Foundation

This age-old saying continues to hold just as true in today's networked, always-on world - personal networks play as large a part as ever in personal and business success. You will learn about the 'whats, whys, whos, hows, whens and wheres' of personal networking and how you can combine old-fashioned person-to-person networking with new online systems.

11.15 Learning from Mistakes

Gareth Rhys-Williams
Chief Executive
Vitec Group

You will learn why failure is often as important as success. The Entrepreneurial Engineer will give you guidance on how you can turn your mistakes into successes and why going through the process will bring better long-term results.

11.45 Provocative Speakers

To prepare for the Open Space, this short session will give a select group of delegates the opportunity to highlight important themes and share their own experiences in order to provoke new thinking and help suggest conversations for the afternoon.

If you would like to be one of the speakers, please contact the organisers at: eventsa3@theiet.org, citing "Short Circuit Provocative Speakers" in the subject line.

12.15 Lunch and Networking

13.30 Introduction to Open Space Moderated by Johnnie Moore Facilitator and Consultant

Open Space is a simple but effective structure to create high levels of engagement for conference audiences. Developed in the US in the 1980s it is now used worldwide by leading organisations.

In Open Space, any delegate has the opportunity to host a conversation on a topic they are interested in, concerned about or on which they want to learn more. The audience is polled for topics and delegates are then free to join the conversations that most interest them. There is also flexibility to move between conversations if you wish.

This means everyone can join a discussion that is of immediate interest to them, and there is no risk of finding yourself in a session that doesn't interest you.

We're looking forward to a lively, stimulating debate.

14.00 Open Space Round 1

15.00 Open Space Round 2

16.00 Refreshments

16.15 Plenary Session

17.00 Close of event

ARM LTD

ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 16/32-bit RISC microprocessors, data engines, 3D processors, digital libraries, embedded memories, peripherals, software and development tools, as well as analog functions and high-speed connectivity products. Combined with the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies.
www.arm.com

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Further information is available at
www.theiet.org/shortcircuit

The Entrepreneurial Engineer Organisers
The IET, Event Services, Michael Faraday House,
Six Hills Way, Stevenage, Hertfordshire,
SG1 2AY, UK
Tel: +44 (0) 1438 765 647
Fax: +44 (0) 1438 765 659
Email: eventsa3@theiet.org
Web: www.theiet.org/shortcircuit

CONDITIONS OF BOOKING

Form should be received no later than Tuesday, 29 May 2007. Please note that reservations cannot be made by telephone. All participants registering less than one week before the date of the event are advised to bring a copy of their registration form with them.

CANCELLATION

In the event of cancellation and provided that written notice is received seven days prior to the event, a refund of 50% of the total fee will be made. If no notice of cancellation is received, no refund can be made. The Institution of Engineering and Technology reserves the right to cancel any event. In this case, the full fee will be refunded unless a mutually convenient transfer can be arranged. Details of event changes or cancellations are available by phoning +44 (0) 1438 765 650.

NAME SUBSTITUTIONS

Name Substitutions are accepted at any time by fax or email.
Fax: +44 (0) 1438 765659 Email: eventsa3@theiet.org

SUPPORTING ORGANISATIONS

Members of supporting organisations who can provide evidence of their affiliation will be admitted at members' rates.

DELEGATES WITH SPECIAL NEEDS

The Institution of Engineering and Technology aims to offer fully accessible events to all its delegates. Please help us to accommodate any individual needs that you may have by attaching a note to the registration form. We will contact you to discuss this as necessary.

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THE ENTREPRENEURIAL ENGINEER



The Knowledge Network

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Tuesday, 5 June 2007
 Robinson College, Cambridge, UK

THREE EASY WAYS TO REGISTER

- 1 Online: www.theiet.org/shortcircuit
- 2 Fax: +44(0)1438 765659
- 3 Post: Finance Dept, The Institution of Engineering and Technology, PO Box 96, Stevenage, Herts, SG1 2SD

1. YOUR DETAILS One person per form (forms may be photocopied). All fields are mandatory.

Title	First Name(s)	Surname
Job Title	Company Name	
Company Address		
	Postcode	Date of Birth <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Email	Telephone	Fax
Institution Membership Number (if applicable)	Dietary or other requirements	
Member? Yes <input type="checkbox"/> No <input type="checkbox"/>	I heard about this event by: Flyer in post <input type="checkbox"/> Email <input type="checkbox"/> Advert (Institution publication) <input type="checkbox"/> Advert (other) <input type="checkbox"/> Website <input type="checkbox"/> Other <input type="checkbox"/>	

DATA PROTECTION Information provided by you on this form will be processed by the Institution of Engineering and Technology and used for the purpose of the goods and services ordered by you, and for billing accounts. If you are an Institution member and do not want to hear about similar events and services provided by the Institution, please tick here If you are not an Institution member and would like to hear, by post or electronic means, about similar events and services provided by the Institution, please tick here Do you consent to your details being passed to the event sponsor(s)? Yes No

2. EVENT REGISTRATION FEES Registration fees include attendance at the sessions, a copy of the digest, morning and afternoon refreshments and lunch.

INSTITUTION MEMBER FEES	TICK	FEE
Member (registration before 08/05/2007)	<input type="checkbox"/>	£225 (+ £39.38 VAT= £264.38)
Member (registration after 08/05/2007)	<input type="checkbox"/>	£275 (+ £48.13 VAT= £323.13)
‡ Student	<input type="checkbox"/>	£95 (+ £16.63 VAT= £111.63)

NOT A MEMBER? JOIN TODAY AND SAVE MONEY ON EVENT REGISTRATION FEES – See section 3 for more details		
NON MEMBER FEES	TICK	FEE
Non Member (registration before 08/05/2007)	<input type="checkbox"/>	£275 (+ £48.13 VAT= £323.13)
Non Member (registration after 08/05/2007)	<input type="checkbox"/>	£325 (+ £51.63 VAT= £346.63)

‡ All students must have their applications endorsed by their Professor or Head of Department

3. INSTITUTION MEMBERSHIP - JOIN TODAY AND SAVE MONEY ON THIS EVENT

Non-members only, please complete this section to apply for basic Institution membership. This does NOT include post-nominals, eg MIET.

MEMBER TYPE	SUBSCRIPTION RATE
	2007
Member	£97

OBLIGATION AND CERTIFICATE

I declare that the statements made on this form are to the best of my knowledge true. I confirm that I have not committed any offence of which the Institution of Engineering and Technology (IET) would require me to give notice under its Rules of Conduct. I agree to comply with the Royal Charter and Byelaws* of the Institution and whilst remaining a member I will do my best to promote the interests of the Institution. I understand and consent to the information provided on this form being processed by the Institution for its sole use and that of its associated organisations for the purposes of promoting, delivering and improving my experience of the Institution, its products and its services, by post and electronic means.

Signature Date

As part of your membership package, you will receive bi-monthly one of the magazines listed below in addition to the monthly Engineering & Technology Magazine. Please indicate which magazine you wish to receive by ticking one box only.

Electronic Systems & Software Communications Engineer Power Engineer Information Professional
 Engineering Management Computing & Control Engineering Manufacturing Engineer

*The Rules of Conduct and the Royal Charter and Byelaws are published on the website at www.theiet.org/byelaws

4. PAYMENT Payment must accompany this registration form. Registration will only be confirmed on receipt of the full payment.

Membership subscription fee (if applicable)	£
Event registration fees	£
TOTAL PAYMENT	£

Card number

Valid from date Expiry date

Issue Number 3 or 4 - digit Card Security Code (CSC)

PLEASE INDICATE THE METHOD OF PAYMENT

Payment via purchase order is not accepted.

Cheques should be made payable to "IET" and crossed.

Cheque Visa Mastercard AMEX Switch

BACS Bank Transfers (BACS) can be made to Barclays Bank Plc, UK Bank, 1 Churchill Place, London E14 5HP.
 Account No: 50480606 Sort code: 20-65-82. IBAN GB53 BARC 2065 8250 4806 06. A copy of the draft must accompany this form.

UK Institution of Engineering and Technology VAT Reg No: 240-3420-16. The Institution of Engineering and Technology is registered as a Charity.

The Entrepreneurial Engineer Organisers

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 Tel: +44 (0) 01438 765 647 Fax: +44 (0) 01438 765 659 Email: eventsa3@theiet.org Web: www.theiet.org/shortcircuit