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# Business Collaboration Networks Partner to Succeed

Working with business from Cornwall and the Isles of Scilly

Partner to Succeed PRESENTS:

**COLLABORATE  
CORNWALL  
2012**

**NEW THINKING FOR A NEW ECONOMY**

The Lighthouse Cinema, Newquay

START DATE: **19/01/12**

REGISTRATION: **09.00 am**

START TIME: **09.30 am**

Business Collaboration Networks

BUSINESS Standard



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19 01 2012

Partner to Succeed

PRESENTS:

# COLLABORATE CORNWALL 2012



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# Welcome by **Tim Bryant,** Programme Director Partner to Succeed

## **Welcome to the second Collaborate Cornwall conference, and thank you for choosing to spend the day with us.**

In our experience, most businesses today instinctively feel that they want to collaborate with others, however an even greater number are simply unsure about how to go about doing so effectively and professionally. As a consequence, their operations often remain predominantly insular in nature, and their ability to be open to new methods of working with other businesses and collaborate gradually lessens over time.

This is precisely where Partner to Succeed can provide support and bring immediate added value to a growing business. Effectively acting as a 'third- partner' to a new collaborative project, we are already actively engaged in managing and supporting over 100 exciting and varied partnership projects involving a wide-variety of ambitious Cornish-based SME's – you'll be discovering more about some of these amazing collaborations later today.

We are witnessing at first-hand the critical success factors involved in ensuring that partnership working can indeed be profitable and successful for Cornish-based businesses. It's a developing legacy of expertise that we are very keen to share with as many collaborative-minded businesses as possible, and Collaborate Cornwall provides us with a unique platform to bring all of our collaboration stories together for you in one place.

Today's event provides you with an opportunity to hear from our carefully selected team of inspirational and informative expert speakers who will enlighten us as to why collaborative working has become the norm for global businesses and organisations, you'll be able to put your questions to the experts on our collaboration panel, as well as hear from local businesses who are learning at first hand the thrills and spills involved in their own collaboration journeys.

**So, sit back, relax and enjoy Collaborate Cornwall.**

# COLLABORATE CORNWALL

MAIN SPEAKERS:



**Roland Harwood**

Roland co-founded 100%Open, coming from NESTA where he was Director of Open Innovation. Graduating with a PhD in Physics from Edinburgh University, he has held senior innovation roles in the Utilities and Media industries and in addition has worked with 100's of start-ups to raise venture capital and commercialise technology. In addition he has worked as a TV and film music producer for Sony BMG.

**Peter White**

Peter is the founder of YTKO, the European economic and enterprise development company. He is a leading practitioner of proof of commercial concept, using innovative processes to develop and accelerate market engagement and revenues for early-stage science. He founded YTKO to combine the essential capabilities of innovation and marketing, and offer world-class strategy and execution to start-ups, growing SMEs, major corporates, and more recently, to the public sector.

**Nick Jankel**

Nick is the Founder and President of WECREATE, a social venture that helps entrepreneurs, organisations and nations co-create a better world through enterprising ideas empowerment. He has worked with national governments (e.g. European Union, No.10 Downing Street, BIS, Welsh Assembly), public institutions (e.g. the National Health Service, Local Education Authorities, Local Governments, City Councils, NESTA, BBC, Design Council), non-profits (e.g. Oxfam, British Heart Foundation, Young Foundation) and many Fortune 500 companies (from Disney and Microsoft to Diageo and Wal-Mart) as well as working with many private, executive and celebrity coaching clients.

**Tim Bryant**

Tim joined YTKO in December 2009 and was appointed Programme Director of Partner to Succeed the following year. Tim is a specialist in business development and in particular in creating and developing learning and development solutions for the UK and European automotive sector. Over the last 10 years he has worked in partnership with the likes of Peugeot, Ford, Toyota & Lexus, Porsche, Mazda, Hyundai, Kia and Nissan.



# Thursday 19th January 2012

09:00am – 4:00pm

at The Lighthouse Cinema, Newquay

## 9.00 – 09.30 Registration & Coffee

### Session 1

#### 10.00 Welcome, Introduction & Conference Agenda

Tim Bryant, Programme Director, Partner to Succeed

#### 10.15 The Future for Cornwall

Kevin Lavery, Chief Executive, Cornwall Council

#### 10.30 The Collaborative Economy

Nick Jankel, Founder of WECREATE

## 11.15 – 11.45 Coffee & Networking

### Session 2

#### 11.45 The Collaboration Journey - Facilitated by Tim Bryant

**Partner to Innovate:** RCH Marine & Pump International

**Partner to Produce:** 3DMSi & TigerX Studio

**Partner to Market:** Evolution & Shelterbox

### 12.30 – 13:30 Networking Lunch & Exhibition

#### Session 3

**13.30 Collaborate for Sales Growth**

Facilitated by Tom Wyness

**13.30 Collaborate to Manage Capacity**

Facilitated by David Bone

**13.30 Collaborate for Resource Efficiency**

Facilitated by Andy McKenzie

### 14:15 – 14:30 Afternoon Break

#### Session 4

**14.15 Collaboration in Cornwall Today – Revealing the 2011 Survey Results**

Peter White, Founder & Managing Director YTKO

**14:30 Global Collaborations – The Business Case for 2012 & Beyond**

Roland Harwood, PhD - Co-founder of 100%Open, former Director for Open Innovation at NESTA

**15:15 Panel Q&A (Nick Jankel, Roland Harwood, Peter White etc)**

Facilitated by Tim Bryant

**15:45 Closing Remarks – Tim Bryant & Carleen Kelemen**

**16:00 Close**

# COLLABORATE CORNWALL

*“Collaboration is a fantastic opportunity to break into new markets or expand a client base. I would say that all businesses should explore where collaboration would support growth. Capitalise upon the support that is offered by Partner to Succeed to achieve this quicker and more efficiently.”*

**Mairi McLean & Simon Gill,**  
Safeguarding Community

To make an appointment email  
**[info@partnertosucceed.co.uk](mailto:info@partnertosucceed.co.uk)**  
or call: **01872 613000**

## What next?

If what you have heard today has resonated with your business growth aspirations, or you would like the opportunity to hear more, there are several options.

## Join our Collaborative Community

Partner to Succeed are offering local businesses the opportunity to come along to one of our free to attend Collaboration Clubs or Beyond Networking events where the idea of collaboration as a potential tool for growth is explored further in a more intimate and focused environment. To book your free place at the next event **[email info@partnertosucceed.co.uk](mailto:info@partnertosucceed.co.uk)** or call **01872 613000**.

## Meet with a Partner to Succeed Collaboration Expert

Make an appointment to discuss your immediate needs with one of Partner to Succeeds' collaboration experts. There is no obligation to proceed with a collaboration, but let us support you in identifying potential solutions.