



Technology Roadmapping: Oil/Gas Industry Workshop

Time and Date: 2.00pm – 5.00 pm on Wednesday 14th March 2012

Venue: University of Aberdeen, MacRobert Building (Rm MR252), 581 King Street, AB24 5UA

We are very pleased to invite you to our Oil and Gas Industry Workshop on Technology Roadmapping (TRM). TRM is a powerful technique for managing business processes in developing products and services. TRM is especially useful in exploring and communicating the dynamic linkages between technological resources, organisational objectives and the changing environment (Phaal, Farrukh, & Probert, 2004).

At our workshop, TRM practitioners will be sharing their experiences in different industry sectors. The workshop will capture best practice from large companies, inform SMEs on how to engage with TRM and deliver real life case studies which SMEs can adapt to their own companies.

The programme:

Welcome and introduction

2.00-2.15: Introduction to TRM

2.15-2.45: The processes of TRM

2.45-3.15: Keynote speaker – David Liddle, Director Strategic Technology, ift

3.15-3.45: Case studies

3.45-4.45: Scenario – facilitated analysis of case study

4.45-5.00: Summing up, lessons for your product and service development work

By participating in this workshop, you will gain:

- A state of the art review of TRM practices
- Lessons learned from experts who have practical experience in TRM
- Practical experience in working through a case study
- Lively discussion of managing product and service development
- Networking with networks and maybe establish partnerships or collaborations with others at the workshop

There is no charge for the workshop and refreshments will be provided.

For further information on the project and workshops please [click here](#).

To register please [click here](#).

For any queries please contact **Norin Arshed**:

Tel: 0141 548 4801 Email: norin.arshed@strath.ac.uk

Scottish Universities Insight Institute
James Weir Building, 75 Montrose Street, Glasgow G1 1XJ
Phone: 44 (0)141 548 4051
www.scottishinsight.ac.uk