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## Technology Roadmapping: Research and Practice Workshop

**Thursday 23<sup>rd</sup> & Friday 24<sup>th</sup> February 2012, both days 9.30am to 4.30pm**

**Venue: University of Strathclyde, Centre for Corporate Connections, Level 15, Livingstone Tower, 26 Richmond Street, Glasgow, G1 1XH**

We extend a warm invitation for you to attend a two-day workshop on Technology Roadmapping (TRM). The aim of the workshop is to assess the extent to which:

- TRM can be a general tool for managing companies' strategy,
- How TRM compares with other approaches, and
- How companies and other agencies can adopt TRM as a practice of making consensus, particularly for SMEs.

### We will be addressing the following questions:

- What counts as best practice in TRM, and how does TRM compare with other frameworks, tools and techniques in supporting companies' strategic processes?
- How do practices in TRM vary with respect to: company size, industry sectors (including proximate ones connected in supply, or as customers), and exporting intensity?
- In policy terms, how can TRM as a social-technical-economic process establish consensus, and what are the qualities of such consensus in scope and durability?

Leading researchers will be presenting papers and discussing in lively interactive sessions. Dr Robert Crawford, Director of Innovation, Investment and Growth, NESTA will be available for informal discussions.

### The programme is as follows:

#### DAY ONE:

- Welcome & Introduction
- State of the Art: Dr Nikoletta Athanassopoulou, Institute for Manufacturing, Cambridge University
- Roles for TRM with SMEs in their research and development, enterprising and innovation activities: Professor Matthias Klaes, Keele University
- Discussion on special issue of the journal and possible collaborations

#### DAY TWO:

- Implications for Policy: Jim Mather CA, Chairman - Gael Ltd.
- Roadmapping and Anticipating Technological Futures: Professor Robin Williams, Research Centre for Social Sciences, Edinburgh University
- Update on special issue
- Closing

These workshops are appropriate for researchers and policy-makers who are interested in expanding their knowledge about TRM or looking to build from the workshop sessions with TRM as an area of interest for them. We are also in discussion with journal editors about developing a special issue which will involve those attending the workshops.

There is no charge for the workshop.

Please [click here for registration](#).

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

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