

Intellectual Assets Centre presents its
2nd International Congress



**transforming
business
through IA**

27th & 28th September 2007, Glasgow



Scotland may indeed be a small fish in a big pond, but its size means that it is **small enough to talk but large enough to act.**

The Intellectual Assets Centre is proud to host its second international congress in its home city of Glasgow. The congress will aim to attract 250+ delegates from the domestic and international markets. This key event in the IA Centre's calendar will again raise the profile on how important Intangible Assets are to economies and businesses alike, and ultimately how they can help and do transform businesses through their recognition and utilisation.

CONGRESS OBJECTIVES:

The conference theme is **Transforming Business Through IA.** The goal of the Congress is to showcase sectors and areas of businesses that have transformed as a result of using their Intangible Assets.

WHO WILL ATTEND:

The target audience for this event are the key strategic decision makers within Corporate Scotland and across the public, private and voluntary sectors. It will also attract SMEs looking to hear from case study companies and get practical advice from experts. The Congress will also appeal to International delegates involved in the field of Intangible Assets, as well as, suppliers and intermediary bodies within the area of Intangible Asset Management and Business Support Services.

CONFERENCE PROGRAMME:

The congress will run over two days giving delegates the opportunity to hear from world-class keynote speakers whose businesses have evolved through using their Intangible Assets. As with every event of this scale, networking is crucial to meet new contacts, cement old relationships and gain sound experience. Taking this into consideration, networking can be optimised by attending the gala dinner and at networking opportunities held throughout the congress.

CONFERENCE PUBLICITY:

A comprehensive advertising campaign will be used to help gain maximum exposure for the congress and its keynote sponsor. Advertising space will be focused on carefully selected publications which will include Scottish press and trade publications. Complimenting this publicity will also be a phased marketing campaign such as website, e-marketing and leaflet distribution to domestic and international markets.



Session Title: Congress Welcome

The Lord Provost or Council Leader will bestow a warm welcome to Glasgow before handing the floor to the congress chair who will set the scene for the programme of the day and encourage the audience to be interactive with speakers and challenge their schools of thought and network with fellow delegates.

Format:

Session time: 1000 – 1015 [subject to change]

Duration: 15 minutes

Session Title: Transforming your Brand presented by celebrity chef Nick Nairn**What are Intellectual Assets?**

Our premise is that all organisations have intellectual assets. The IA Centre focuses on helping organisations to protect/safeguard and exploit the value that lies in the whole range of their intangible assets, not just intellectual property.

A Brand is probably the most recognisable **intangible asset**. **A Brand is** what gives an organisation its distinctive appearance. This will include the name and logo which make up the unique image of a company. It also includes those wider assets which make other people look favorably on an organisation, including reputation, accreditations and awards.

Haedrich (1993) made the all-important distinction between brand image and corporate image. Brand image is the image of the products of the company, while the corporate image is the image of the company itself. The two levels intertwine in that if the brand image is positive, it will reflect well on to the corporate image and vice versa. Thus, Haedrich defined image as the way in which a brand, a company, or a person is experienced. Since one of the most visible elements of an organisation's image is the brand image of its products and services, it is vitally important for companies to build and maintain successful brand images.

Items for inclusion: The objective of this session is for the audience to hear first-hand how a globally recognised brand has transformed its brand, what were the drivers for transforming or changing the brand e.g. new product development, new market entry etc? Why is brand important? How is the importance of the brand relayed throughout the organisation e.g. staff training and processes, and the role these play within the brand message? How does a globally recognised organisation cross cultural boundaries and still maintain its brand ethos? Does the organisation see its brand as an asset? How does it value its brand [the weightless worth]? In transforming a brand, how does an organisation maintain / keep its value?

Format: The format of this session can be lead by the speakers preference / best practice approach as to how to captivate the audience whether using a powerpoint presentation or a more innovative approach. Any special requirements will need to be discussed in advance.

Session time: Opening speech / presentation of the morning

1015 – 1045 [subject to change]

Duration: 30 minutes

Brand Abuse: Media Sponsors Outlaw.com represented by John MacKenzie

This platform will allow Outlaw.com to promote their recent research into brand abuse and to highlight just how big a problem it really is.

The presentation will showcase that everyone is at risk from this latest threat of brand abuse known as cyber squatting and also the new phenomena known as typo-squatting, with prosecution of people perpetuating brand abuse unfortunately in uncharted territory. Frightening statistics within the research indicate that 99 out of the FTSE 100 names being susceptible to this new form of brand abuse, more often than not, these companies are unaware of it. The research is so news worthy



that it will be covered by the FT!

Format: The format of this session can be lead by the speakers preference / best practice approach as to how to captivate the audience whether using a powerpoint presentation or a more innovative approach. Any special requirements will need to be discussed in advance.

Session time:

1045 – 1100 [subject to change]

Duration: 15 minutes

Parallel Session title: Transforming your Business Model chaired by Joff Wild, editor of IAM Magazine

Speakers: Jim Shaw, [Clydesdale Bank] and Leo Roodhart [Shell UK]

- To learn from real life companies who through IAM have transformed their business model – i.e. made money - in practical terms
- To inspire and inform companies with company examples from different sectors
- To illustrate how they recognised the value of intangibles and how they contribute to business profits / sustainability
- To showcase at least one Scottish company who has transformed their balance sheet by exploiting their intangibles

Items for inclusion: We welcome your interpretation on how best to inform and educate as well as challenge the audience on this topic (they're from a range of backgrounds).

This session also aims to link between the other parallel sessions about transforming business through IA management

Format: 3 x 15 min presentation plus 5 min questions per person – allowing some discussion between the group, thus looking for 3 speakers, plus a chair for the parallel session. Any special requirements will need to be discussed in advance.

Speakers each from a different sector who have used their intangibles to transform their business by e.g.

- Making more use of existing assets e.g. mining their existing IA, diversification into new markets, partnering with other organisations to gain new business,
- Some 'been there and done it' examples from a range of sectors
- Want 3 different perspectives – a multinational well known brand, a Scottish/UK company (preferably a known brand/company), plus another to balance these two

Session time: 1130 - 1300 [subject to change]

Duration: 1hr 30 minutes

Parallel Session Title: Transforming your Business: A Rags to Riches Story

Speakers: Khaled Shahbo [Enterprise Rent-A-Car], + others tbc

This session will ultimately be a success story, as well as inspirational, on how a business has transformed from inception to its current day market position. Key points that the audience will wish the speaker to share are:

- What were the drivers for starting up in business, and the barriers?
- How were barriers overcome?
- Who can you turn to for help?

And the success story, how did you get where you are today? How did you manage your intangible assets to transform and grow the business?

Format: Open to suggestions in order to be an interactive experience i.e. round table or



presentation with Q&A afterwards. Any special requirements will need to be discussed in advance.

Session time: 1130 - 1300 [subject to change]

Duration: 1hr 30 minutes

Parallel Session title: Transforming economies chaired by Gordon McConnachie, GM IAM Services

Speakers: Giovanni Schiuma [University of Basilicata, Italy], Alan Lung [Hong Kong IP Academy], Jacques Van Der Meer [European Investment Bank] and Iain Russell [Intellectual Assets Centre]

How does Scotland compare on the international IAM market, how can we compete in the Knowledge Economy and transform the national economy of Scotland? What are the inherent issues of the Scottish economy and what might the remedies be for the future?

How have other economies transformed? Understanding the future knowledge-driven economy. If we want to achieve the goal of good quality working lives for all, we cannot create a society of haves and have-nots. Where a skilled and educated 80 per cent can enjoy the benefits of a booming economy with fulfilling, meaningful work while 20 per cent remain disempowered. But it doesn't stop there. We need to examine other issues which affect the quality of life in 21st century Britain. Like public value, the ageing population and globalisation, and workplace issues like, occupational stress and absenteeism.

Items for inclusion:

- A vision for how in the knowledge economy Scotland can transform itself? How does it overcome the tremendous number of people not in employment and / or training , its crisis of confidence, its geographical remoteness from the centre of Europe, the fact that it has such a small population.
- In terms of the intellectual capital of the nation what might be the role of the Scottish Diaspora? What might be the positives within our communities that are seen as enablers.
- In terms of the so-called components of dynamic capabilities within nations how does Scotland compare? (i.e. individual entrepreneurship, communities building, communities bridging, Diasporas, diasporas leveraging, renewability, new policy instruments, attractiveness for the best in class (in between intellectual capital) and branding and image building.
- An international case study looking at an economy in transition or one that has transformed.
- What is Value Creation and why is it important?
- East vs. West

Format: academic vs. economist perspective. Any special requirements will need to be discussed in advance.

Session time: 1130 - 1300 [subject to change]

Duration: 1hr 30 minutes

Session Title: Introduction to Transforming Policy by Jim Mather MSP, Minister for Enterprise, Energy and Tourism

Scotland is unique and reputed for many things. It has seen innovations that have changed how we live today; the telephone, the television, penicillin and many more.

The Intellectual Assets Centre is also one of these stories of innovation and foresight. As part of the overall drive to develop Scotland as a leading knowledge economy, the Scottish Executive, in partnership with Scottish Enterprise and Highlands and Islands Enterprise Networks, established the Intellectual Assets Centre (IA Centre). The IA Centre has a remit to champion and support the issues relating to intellectual assets and their importance to Scotland's corporate sector. This



innovative policy move by the Scottish Executive provided Scotland with a platform to showcase the importance placed at government level on the importance in identifying IA as a key driver of future economic growth and success.

Delegates will hear from the Scottish Executive on how they perceive the role played by **intangible asset management** in helping to grow the Scottish economy. Why should the development of policy in this area play a role and what path should it take in order to make Scotland competitive in the knowledge economy.

This session will also be an aid in setting the scene for the debating chamber.

Format: Opening speech of the afternoon given by Scottish Minister

Session time: 1400 - 1415 [subject to change]

Duration: 15 minutes

Session Title: Transforming Policy chaired by Joff Wild, editor of IAM Magazine

Speakers: Giovanni Schiuma [University of Basilicata, Italy], Jacques Van Der Meer [European Investment Bank], Kim Connolly-Stone, The UK IPO

There is a detailed history underpinning the development of the intangibles agenda, and a huge volume of work has been undertaken across Europe (and elsewhere). The agenda has evolved over time through the development of different approaches, definitions and objectives. At one level, all of the work on intangibles is underpinned by the notion of a changing economy. Economic value is increasingly found not in land and physical assets, but in intangible factors such as people, ideas and knowledge, and this has been recognised throughout the world.

In Europe, both at the level of the EU itself, and across individual Member States, economic policy objectives increasingly converge around knowledge economy themes – skills and human capital, research, innovation and knowledge as the key drivers of growth. This shift in the way in which economic value is created (and the recognition of this shift) has given impetus to the intangibles agenda. In essence, all of the work on intangibles is focussed on better understanding, measuring and managing the process of value creation at micro (firm) and macro (regional or national economy) levels.

However, it is also important to note that this is not necessarily a government driven agenda. Indeed, the majority of the early work on intangibles has come from the private sector and it would appear they are still leading this agenda with the academic and public policy communities some years behind.

In addition, much of the government sponsored or driven activity in this field has taken the form of time limited research projects or pilot studies, with less evidence of any consistent policy focus. There has been significant effort on the development of definitions, frameworks and methodologies, with little sign of any clear standards emerging. Overall, the picture is one of a relatively ad-hoc and inconsistent set of activities in different places, driven by different agendas and approaches.

This session will see panel members from the around the globe lead a debate on how their countries' policy makers have recognised the need for change, what is happening globally, the East vs. West differences, what needs to be done at macro and micro level. The chair for this session will encourage the audience to question and challenge the panel on this key economic area of development.

Format: Debating Chamber

Session time: 1415 - 1515 [subject to change]

Duration: 1hr



Session Title: Transforming your Finance**Speakers: Prof. Dr. Ante Pulic and Karmen Jelcic, Croatian Intellectual Capital Centre**

Research conducted on behalf of the IA Centre showed that as much as 80% of a company's value is made up of hidden intangible assets, but this doesn't and shouldn't mean they are worthless. With a global transition towards knowledge economies this is well recognised that **the wealth and growth in today's economy are primarily being driven by intangible assets**. As the market value of a business can be a significant multiple of the 'book value' or physical assets, (e.g. just look at GlaxoSmithKline, Microsoft, McDonalds, Virgin etc.), business owners and managers are increasingly looking at how they develop, manage and exploit their intangible assets to the commercial benefits of the business.

This session is aimed at SMEs with a view to encouraging and educating them on the benefits of using the intangible assets within their organisation to transform the businesses finances. By efficient and appropriate management of their IA it will ensure that the organisation achieves its optimum performance and growth. Top 5 reasons to manage IA:

1. Can be used to inform business strategy - perhaps even change business model
2. Drive innovation by identifying new opportunities as well as gaps in current expertise
3. Enhance the presentation of your company to investors or strategic partners
4. Can be utilised for marketing e.g. testimonials from prestigious customers.
5. Deter the competition!

Ultimately the session will be a driver to encourage businesses that by successfully managing their IA then they can reap the commercial benefits of doing so!

Format: flexible. Any special requirements will need to be discussed in advance.

Session time: 1530 - 1600 [subject to change]

Duration: 30 minutes

Session Title: IA Centre Platform presented by Maggie Symonds, Vice Chair of Intellectual Assets Centre

Format: flexible. Any special requirements will need to be discussed in advance.

Session time: 1600 - 1630 [subject to change]

Duration: 30 minutes

Session Title: Out on a High by John Stephens, Kleeneze

As this is the last presentation before the closing remarks, it would be best to ensure this session is poignant, engaging and not too heavy or serious. That's not to say that it should be frivolous; indeed far from it. The balance, however should contrast with the more heavy presentations preceding it.

Items for Inclusion: Whichever speaker is secured, it is suggested that they use their own life experiences to illustrate:

- The drivers for change
- The motivation for change
- The effects of change
- When to change – is there a right/ wrong time?
- The process of change
- Managing change



- The repercussions of change

The general idea is to convey why someone (or a business, etc.) would seek change in the first place and what happens once that decision has been made. Is it an easy path to follow or is it more complex than that? Is there an optimal time for change or is it a case of jumping in with both feet. Once a change or transformation has been completed, does that make future change easier or is the norm to drift into complacency again?

Format: By hinging the presentation on personal example, it should be more engaging to the listener and, it is hoped, carry more authority on the topic, as well as (hopefully) some humour. Any special requirements will need to be discussed in advance.

Session time: 1630 - 1700 [subject to change]

Duration: 30 minutes

Session Title: Closing remarks

The conference chair or CEO will summarise / round up the day's proceedings.

Format:

Session time: 1700 - 1715 [subject to change]

Duration: 15 minutes

Gala Dinner at the 5 star visitor attraction, Glasgow Science Centre, from 1900 to 2300



Day 2: ERDF Dissemination Event – Transforming the Value in your Business

Session Title: Conference Welcome

Diane Greenlees, Deputy Chief Executive, Strathclyde European Partnership

Session time: Day 2 0930 - 0945 [subject to change]

Duration: 15 minutes

Session Title: TBC

Polly Purvis, CEO, ScotlandIS

Format:

Session time: Day 2 0945 - 1000 [subject to change]

Duration: 15 minutes

Session Title: A Practical Transformation Process in Action

Stephen Robertson, Metis Partners & Associates

Format:

Session time: Day 2 1000 - 1045 [subject to change]

Duration: 45 minutes

Session Title: A Tools Based Approach to Understanding the Probable Value in your Organisation

Gavin McCutcheon, Intellectual Assets Centre

Format:

Session time: Day 2 1045 - 1100 [subject to change]

Duration: 30 minutes

Session Title: Valuation and the Market Place

Andrew Caldwell, BDO Stoy Hayward LLP [Sponsorship Partner]

Format:

Session time: Day 2 1115 - 1145 [subject to change]

Duration: 1hr 30 minutes

Session Title: Case Study Companies

Facilitated by Darren Gardner, Metis Partners & Associates

Format: Dynamic Interview Approach

Session time: Day 2 1145 - 1215 [subject to change]

Duration: 1hr 30 minutes



Session Title: Showcasing the Future for Software Companies

Guest Speaker tbc

Format:

Session time: Day 2 1215 - 1245 [subject to change]

Duration: 1hr 30 minutes

Conference Round-up

Iain Russell, Intellectual Assets Centre

Session time: Day 2 1245 - 1300 [subject to change]

Duration: 1hr 30 minutes

Speed Networking Opportunities: Meet the Experts!

Format: Facilitated by Bacon, Eggs & Entrepreneurs

Session time: 1400 – 1700 [subject to change]

Duration: 3hrs

