

# What is Innovation? Plus, An Insight into City Region Opportunities



REGISTER TODAY FOR THIS FREE EVENT!  
EMAIL: [nigel@a4b.me.uk](mailto:nigel@a4b.me.uk)  
CALL: 01226 244777  
VENUE: BBIC, WILTHORPE

**Date: Friday 5th  
February 2010**

**Time: 10am - 12noon**

John O'Connor from Excalibur Ltd will provide a useful insight into the fundamentals of formulating an Innovation programme including:

- Defining Innovation
- Why is Innovation Important
- Barriers to Innovation
- Strategies to overcome barriers
- Psychology of Innovation
- Idea Generation

**CITY REGION OPPORTUNITIES**  
Plus, David Williamson will provide an Overview of the City Region opportunities and consultation of the document. David will welcome feedback and discussion from the group.

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