Wednesday 3rd October:
12:00-16:00 AHSS Business Engagement and Commercialisation Network Workshop (free to attend, booking required via Eventbrite)
19:00-21:00 Registration (Grace Suite foyer)

Thursday 4th October:
08:30–10:00 Registration, refreshments (Grace Suite foyer)
10:00–10:05 Welcome to Liverpool: Dr Alasdair Cameron, Director of Strategic Engagement, PraxisAuril
10:05–10:15 Chairs’ Conference Address: Dr Angela Kukula, Chair, PraxisAuril and Director of Enterprise, Institute of Cancer Research
10:15–10:45 Opening plenary: Professor Trevor McMillan, Vice-Chancellor, Keele University
10:45–11:15 Plenary: Dr Julie Bayley, Director of Research Impact Development, University of Lincoln
11:15–12:00 Networking break, refreshments
12:00–12:20 PraxisAuril update: Maxine Ficarra, CEO, PraxisAuril; Jennie Shorley, Deputy Chair, PraxisAuril Professional Development Committee
12:20-13:00 Plenary: Professor Mark Boyle, The Heseltine Institute for Public Policy & Practice
13:00–14:00 Lunch
14:00–15:00 Breakout sessions ‘A’ (see below)
| (A1) Session chair: Dr Kirstie Cochrane  
Building regional innovation – perspectives from Nottingham (Research Consulting)  
Growth in the Eastern region (University of Essex)  
Transforming graduate employment outcomes through holistic regional business support (University of Derby) | (A2) Session chair: Bryn Jones  
How do Higher Education institutions foster innovation in their respective regions? (Beauhurst)  
Competence Centres - A model for delivering regional economic impact through industry/academia research collaboration (Invest Northern Ireland)  
Scotland’s new University Innovation Funding (UIF): a new outcome based, collaborative approach to knowledge exchange and innovation support (Scottish Funding Council) | (A3) Session chair: Leanne Kenyon  
Big innovation, small budget: Running a successful innovation and knowledge exchange secondment scheme (University of Leeds)  
Industry staff on campus – taking collaborations once step closer (University of Oxford)  
The whole is greater than the sum of the parts (Transport Systems Catapult)  
Looking behind closed doors (University of Kent) | (A4) Session chair: Dr Stephen Hillier  
National Manufacturing Institute for Scotland (O’Herlihy & Co.)  
Building regional innovation in hard-to-get-to places: A Cumbrian business support case study (Lancaster University)  
Keele Research and Innovation Support Programme – a case study of innovation support for SMEs in a low-innovation business community (Keele University)  
Creating a successful innovation hub, lessons learnt at Sensor City (Sensor City) |

15:00-15:30 Networking break, refreshments
15:30-17:00 Breakout sessions ‘B’ (see below)
Session chair: Bryn Jones

Welsh Industry Liaison Officers (WILOs) network and the role of a KE Professionals’ network in a Regional Innovation System
(Bangor University; Cardiff University)

Session chair: Dr Amanda Baxendale

Heart of Herts: supporting the growth of a world-class cell and gene therapy cluster in an ailing English New Town
(Royal Veterinary College; University of Hertfordshire)

Session chair: Jenny Ritchie

Routes to a successful academic-industry relationship
(University of Cambridge)

19:00 Drinks reception, conference dinner and quiz – Merseyside Maritime Museum, L3 4AQ (pre-dinner drinks 7pm; call to dinner 7.45pm)

Friday 5th October:

09:00-09:05 Welcome to day two: Dr Alasdair Cameron

09:05-09:30 Plenary session: Alice Frost, Director of Knowledge Exchange, Research England

09:30-10:00 Plenary session: Chris Barkey FREng, Chief Executive Officer, Henry Royce Institute

10:00-10:30 Networking break, refreshments

10:30-12:00 Breakout sessions ‘C’ (see below)
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<tr>
<th>Time</th>
<th>Session/Topic</th>
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<tr>
<td>12:00-12:15</td>
<td>Break</td>
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<td>12:15-12:45</td>
<td>Closing plenary: <strong>Key House</strong> ‘The Art of Being Brilliant’</td>
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<td>12:45-13:00</td>
<td>Closing messages</td>
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<td>13:00-14:00</td>
<td>Lunch, depart (grab &amp; go lunch, please help us to reduce food waste by having lunch or taking it with you!)</td>
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**Session chair: Dr James Wilkie**

- Regional Innovation Clusters: Challenges and Ambitions (Midlands Innovation)
- Scale-up Programme (SETSquared)
- South West Creative Technology Network (SWCTN) (University of Plymouth; Bath Spa University)
- Connecting our Capabilities - what we have learned so far (University of Sheffield)
- ASPECT – breaking new ground with social sciences commercialisation (presented by the University of Manchester)
- Impacting Business By Design (Nottingham Trent University)

**Session chair: Ian Cox**

- Why are multinational companies choosing UK academic research partners? Motivations, challenges and rewards of working with UK academic institutions (Elsevier)
- Translate: An early stage innovation model for medical technologies research (University of Leeds)
- Delivering knowledge exchange in the Arts – with City of Culture in mind! (Coventry University)
- CEIDR: A New Model for Commercial Translation (University of Liverpool - Centre of Excellence in Infectious Diseases Research)

**Session chair: Dr Dave Bembo**

- Collaboration, KE and state-of-the-art facility access: a chemical reaction for innovation (Lancaster University)
- Managing academics expectations in spin-off creation (City University, London)
- Incentivising industrial engagement through impact, income and influence (University of Birmingham)
- Using devolved impact funding to engender culture change: deploying MRC Proximity to Discovery funding (University of Bristol)

**Session chair: Tim Brundle/Dr Sarah Macnaughton**

- Developing TTO/KE Office staff – the challenge of new entrants and people development (Research Consulting)
- Building a Knowledge Exchange Unit (Coventry University)
- How to use a Design Thinking approach for developing a KE staff development programme (University of the Arts London)
- PraxisAuril pathways to professional development (PraxisAuril)