

## **21<sup>ST</sup> ADRIAN ASHTON LECTURE**

### *Enhancing the new product development process in a materials processing operation*

**Dr Ron Beckett FAIM, FIE(Aust)  
The Reinvention Network International**

**When:** Tuesday, March 18, 2003

**Where:** Parramatta Business Centre  
NSW Department of State and Regional Development  
Level 2 / 470 Church Street  
NORTH PARRAMATTA

**Time:** 6.00pm

A model of innovation as a business process has been developed over a number of years by Dr Beckett, in collaboration with Universities. The model seeks to map the innovation process to enable businesses to develop an innovative approach to more than just product development. The model is currently being applied in a number of different business settings, including manufacturing where innovation with materials can be critical to outcomes.

The model and its application in a minerals refining company to tailor what might be considered a bulk commodity, to particular customer needs will be described. It will also be observed how the model can be used to apply innovation on a number of fronts in an enterprise, not just in product development.

**About the speaker: Dr Beckett is Managing Director of a research and consulting network concerned with innovation and the knowledge economy and is a Professorial fellow at University of Wollongong. He has more than 30 years experience in the Aerospace Industry covering R & D, manufacturing and general management of business units turning over \$150M. He is on the boards of a number of organizations, and has consulted on collaborative research with the government. A Fellow of both IEAust and AIM, Dr Beckett aims to help client business grow in a sustainable way.**

### **BOOKING IS ESSENTIAL**

**Though there is no charge to attend this event it is necessary to book so that sufficient accommodation can be arranged at the venue.**

**Contact for Bookings/enquires by phone/email:**

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**NO LATER THAN FRIDAY, MARCH 14, 2003**