



Knowledge is Power

As the old adage goes, knowledge is power. Never has this been truer than within the current business climate. Nowadays, successful businesses create competitive edge from all sources of knowledge – not just invention and idea generation. And they use reliable innovation processes, which touch every area of business, creating further added value.

The UK has a world-class research and knowledge base willing to share ideas and best practice with their industry counterparts; and indeed many universities already play a central role in the most dynamic economic regions of the UK, like the South East.

Business Link Surrey has invited four leading universities to this FREE event to present ways in which businesses can benefit from their knowledge and highlight government initiatives available to stimulate this type of partnership.

What subjects will be covered?

The keynote speech will be made by Leon Benjamin, co founder of Business for Good and author of the book "A new way of working, a different way of doing business". In his speech, Leon will present his view of the new networked economy and how businesses can obtain the skills they need to build better relationships with customers and other stakeholders. Leon will also give attendees a FREE signed copy of his book.

This will be followed by presentations from Royal Holloway University, Reading University, the University College for the Creative Arts and the University of

Surrey. Examples of projects where businesses have benefited include the use of digital technology in interior design and archiving, and the design and installation of streamlined IT systems, bringing £244k to the bottom line.

Event details

- 22 March 2006 Holiday Inn, Guildford

The briefing will run from 4-6pm and will include light refreshments and the opportunity to network with other organisations sharing the same vision.

More information

For further information about this event, or to book a place, please contact:

Website: www.businesslinksurrey.co.uk/events

Email: bookings@businesslinksurrey.co.uk

Customer Services: **0845 7 49 49 49**

Fax back the form overleaf: **01483 771507**

How to Book

Website www.businesslinksurrey.co.uk/events

Call **0845 7 49 49 49**

Email bookings@businesslinksurrey.co.uk

Or complete the booking form below and send it to: 5th Floor, Hollywood House, Church Street East, Woking, Surrey, GU21 6HJ or fax to **01483 771507**

Booking Form: Knowledge is Power - 22 March 2006

Title:	
First Name:	
Last Name:	
Job Title:	
Company Name:	
Address 1:	
Address 2:	
Address 3:	
Town/City:	
County:	Postcode:
Switchboard telephone:	
Email:	
<input type="checkbox"/> To opt in to our business news online please tick here. This is entirely free and you can unsubscribe at any time.	

Terms & Conditions

If you book a course or an event and subsequently cancel, the following charges will apply: 0-9 Working Days prior to event (not including day of course)-100%. 10-20 Working Days prior to event (not including day of course)-50%. Delegate names can be substituted or delegates can transfer to an alternative event at any time. All cancellations must be confirmed in writing or via email.

- The personal information you provide will be held on our database and used by Business Link Surrey to inform you of any services we believe might be of benefit to you. Please tick the box if you do not wish to have your details used for this purpose.
- Occasionally the personal information you provide may be used by our Partners to inform you of any service which might be of benefit to you. Please tick the box if you do not wish to have your details used for this purpose.