

September 25th 2007

Innovation is the key to company growth and profitability. Do you feel there is a need to strengthen innovation and improve productivity in your company? If so, UKITA Staffordshire would like to introduce you to the DRIVE initiative.

DRIVE aims to transfer new and existing knowledge and technology to help you sustain competitiveness in the UK market. Working in conjunction with the local universities, we have developed an interactive database which will help you identify research expertise that can help you.

On behalf of UKITA Staffordshire branch and the DRIVE team, I'd like to cordially invite you to attend a thought provoking event on research awareness. Guest speakers include Mike Hawkes, Director of the Mobile Data Association and R&D Director of Broca PLC. Broca is at the forefront of delivering the next generation of SMS, having developed internationally patented technology which allows a mobile phone to be more secure than a credit card chip and PIN. Representatives from the Regional Development Agency will also be there and there will be the chance to meet researchers from your local universities and potential partners from UKITA.

This FREE event is taking place at the Acton Trussell Moat House Hotel on **Wednesday 7th November 2007, from 4.30pm to 6:30pm**. A hot buffet and refreshments will be available for all guests.

This could be the opportunity you need to network with local like-minded companies and researchers - why not put your company in the driving seat and go for growth!

Numbers are limited so attendance will be confirmed strictly on a first come, first served basis. If you would like to attend, or send a nominated representative, please complete the enclosed registration form and fax it back to 01785 35355 or you can email me at j.m.daragheh@staffs.ac.uk.

Deadline for receipt of registrations is 2nd November 2007.

Yours faithfully

Janet Daragheh
DRIVE Project
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www.driveproject.eu

REGISTRATION FORM

UKITA & DRIVE Event
MOAT HOUSE, ACTON TRUSSEL
Wednesday 7th November 2007
4.30pm – 6.30pm

COMPANY/DELEGATE DETAILS

Company Name		
Delegate's Name	Job Title	
Full Postal Address		
Web Address	www.	
Phone	Fax	Email
Please detail any special dietary requirements		

PLEASE RETURN COMPLETED BOOKING FORM TO JANET DARAGHEH

BY POST: Staffordshire University
Enterprise & Commercial Development
Blackheath Lane
Beaconside
Stafford
ST18 0AD

BY FAX: 01785 353551

BY EMAIL: j.m.daragheh@staffs.ac.uk

*The deadline for receiving booking forms is **Friday 2nd November 2007**.
Once your booking form has been received, you will receive an email confirmation of your registration. The agenda and venue directions will be sent in the post.*

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