

Queen's University Belfast and InterTradeIreland

cordially invite you

to the

InterTradeIreland 2011 Innovation Lecture at

Queen's University Belfast

entitled

'Rethinking Business Models: Creativity Inspired Innovation'

by

Dr Peter Kelly

School of Science, Aalto University, Finland

Date: Tuesday, 22 March 2011

Time: 6:30 pm (refreshments from 6:00 pm)

Location: The Great Hall, Queen's University Belfast

RSVP: Paul Cochrane at p.cochrane@qub.ac.uk or 028 9097 5323

Or you can register online at

<http://www.qub.ac.uk/home/ceao/BusinessandInnovation/Register/220311/>

How do you know what opportunity is best for your business? How do you plan for the future, or should you embrace the element of surprise? Do funding partners help or hinder creativity, innovation, and ultimately the development of a business? Do we need fundamentally to rethink how business models are taught and implemented in order to compete in today's global market?

Dr Kelly's innovation lecture will challenge received wisdoms about developing a business, and also provide practical guidance on how to succeed in the current economic climate.

During his address he will consider:

- The opportunities/alternatives available to you and your business;
- Creativity inspired innovation;
- How to embrace the element of surprise in business.



Dr Peter Kelly is an award winning entrepreneurship educator and practitioner. He obtained his PhD in Entrepreneurship from London Business School (UK) and an MBA from the University of Notre Dame (USA).

Peter has been the driving force behind entrepreneurship education at Aalto University heading up the Helsinki School of Creative Entrepreneurship.

During 2010, he held an appointment at Aalto University as Professor of Practice at the School of Art & Design where he developed a rapid opportunity prototyping course to explore the intersection between the disciplines of design and entrepreneurship. Dr Kelly was directly involved in the creation of Europe's first university pre-seed fund and an associated angel network. He is also a business angel.

The InterTradeIreland All-Island Innovation Programme

The InterTradeIreland All-Island Innovation Programme aims to promote and encourage innovation across the island of Ireland. It brings international expertise in innovation to Queen's University Belfast, NUI Galway and University College Dublin. Best international practice is shared with business leaders, students, academics, knowledge transfer professionals and policy makers in each region via innovation lectures, seminars and master classes. This Programme is organised by InterTradeIreland, Queen's University Belfast, NovaUCD and the Centre for Innovation and Structural Change at NUI Galway.

Please circulate details of this free event to colleagues and contacts.

Open to all.