

Are you a Designer, Maker, Inventor or Engineer looking to launch a product?



Our “**Concept to Shelf – Turning Ideas into Reality**” product development workshop will look at the step-by-step process to successfully bring a new product to market:

- **Design** – from conceptualisation and drawings to prototyping, packaging, and intellectual property
- **Manufacturing & Logistics** – from specification & selecting manufacturers, quantities and financing to sourcing agents, shipping, customs, warehousing.
- **Sales & Marketing** - What are the options? Exhibitions, Digital v traditional marketing, Crowdfunding, Investment.

Date: **Tuesday 28th March 2017, 9am-1pm (lunch included)** at Nottingham Trent University. You can also book an optional 1:1 speed surgery during lunch to discuss your idea.

This workshop will be delivered by Sorcit, an expert design, manufacture and supply company involved with the launch of 318 products.

To be eligible to attend you must be a business or entrepreneur based in either Nottinghamshire or Derbyshire. **There is no cost to attend but booking is required.** Please contact Dana Church on (0115) 8482931 or email dana.church@ntu.ac.uk.

The workshop is brought to you by Enabling Innovation, a three-year collaboration between Nottingham Trent University, the University of Nottingham, and the University of Derby to support SMEs in Derbyshire and Nottinghamshire to innovate. It is part-funded by the European Regional Development Fund (ERDF).