

## Intellectual Property as a key to business growth?

*Concrete cost-effective optimizations for R&D strategies at the IRF Seminar on 1 June 2010 in Vienna, Austria.*

The [Information Retrieval Facility](#) (IRF), a non-profit research institute based in Vienna, Austria, is organizing a [Strategic Seminar](#) on June 1, 2010. Its central theme is about using Intellectual Property as an indicator of R&D strategies. It is aimed at senior operating executives, board members of private and public firms and other policy makers.

An exceptional panel of successful executives and experienced specialists will focus on IP as a key to business growth and value creation and present clear indications of best practice in this area. Both policy issues and technological decision-making breakthroughs will be explored by our panel. The seminar will be attended by a limited selected audience, allowing a focused exchange of views.

The objectives of the seminar are as follows:

- Understand how to monitor the performance of your IP department, your research team and your innovation cycle
- Identify the best way to increase the value of your IP portfolio
- Share with peers IP processes to determine best practices and learn from experiences of large organizations
- Get updated on the latest technologies suitable for identifying IP opportunities for your organization
- Learn about unique tools to help determine the IP activity landscape and the area of influence of competitors.

Tracks include:

- Innovation management and IP audit: Desai Narasimhalu (*Institute of Innovation and Entrepreneurship, Singapore Management University*)
- Assessing patents to measure the effectiveness of R&D: Holger Ernst (*Chair for Technology and Innovation Management, Otto Beisheim School of Management*)
- Landscape search - beyond result lists: Gerald Landl (*Head of IP & Standards, voestalpine*)
- Fee and Free: challenges to look further for the question of novelty of pharmaceutical molecules: David Walsh (*Information specialist for patent & chemistry, Pfizer*)
- and more...

The programme details are available online, **registrations before March 31, 2010 benefit from an early-bird discount.**

[Go to Programme](#)

[Go to Online Registration](#)

The Strategic Seminar is collocated with the [3rd IRF Symposium](#), an international forum with leading information retrieval researchers and intellectual property experts who will debate about potential solutions for

patent retrieval, with the objective of making the latest IR technologies available to the industry.

For further information please contact:

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