

ICT applied in novel and sensitive ways may deliver capability for both addressing the welfare needs and enabling the personal markets of the growing ageing population.

A pool of experience in early provision of services and technologies for both assisted and independent living and active ageing is being steadily gathered across Europe.

Wider deployment rests upon identification of the business opportunities. A structured and widely drawn systems approach is necessary to unleash the user pull necessary to enable this. The prize being a triple win for People, Governments and Business.

The immediate requirements then are improved communication, understanding and cooperation between the diverse parties

- Agreed metrics to enable comparisons
- Impact assessment from Research to users
- Cost effectiveness data for stakeholders
- New business strategies founded on these

A range of organisations are working with the London School of Economics to encourage better working practices.

Including:

The Department of Business, Initiative and Skills,
[AGE Platform Europe](#),
The College of Occupational Therapists,
The Technology Strategy Board,
The Knowledge Transfer Network,
The Knowledge Tree Group, MonAMi project,
with industry, and the
Sasakawa Foundation to organise this event.

Abstract Instructions, registration and hotel details at the link
www.electronics-ktn.com/lse_Business_development.aspx



Technology with Disabled and Older People: Business development, Building alliances and Impact assessment

**A European Conference
March 28-29, 2011
London School of Economics**

Bringing together:
Disabled and Older Users, User Groups,
EU Officials, Government Representatives,
Officials from EU countries, ICT experts, Therapists,
Financial Investors, Technology Developers,
Industry, Policy Makers,
Academics **and YOU!**

Application Form

Further details, register and pay online at:

www.electronics-ktn.com/lse_Business_development.aspx

Conference fee includes conference papers, buffet lunch, tea, and coffee)

Name.....

Preferred Name (for Badges).....

Position.....

Organisation.....

Address/Postcode/Country.....

.....

Tel. No:..... **E-mail**.....

Special Needs: Accessibility; Dietary; Other.....

Promotional code

Details of Abstract submission on the link above

Accommodation information on the link above

Register for the event to get regular updates.....

www.electronics-ktn.com/lse_Business_development.aspx

Times: 27th March Registration 14.00 -17.00

28th March Registration 08.00 - 09.00

Breakfast Networking Session 08.00 - 08.45

Plenary/sessions 09.00 -17.30

Social event 19.30

29th March Breakfast Networking Session 08.00 - 08.45

Plenary/sessions 09.00 - 17.00

Conference topics will include:

Needs and preferences of Disabled and Older Users

Making possibilities into practicalities

Helping families and carers use technology

Applying innovation in practice

Good practice guidelines for health and social care

Improving lives around the world

Policies in the EU

Impact assessment for new technologies

Building the evidence base for policy makers

Making a business case

User Groups in policy and practice

Cost effectiveness in times of economic stringency

Securing resources for innovation

Who Pays?

Business opportunities and potential

Establishing financial infrastructures

Existing Alliances and how they are working

Building new Alliances

If you would like to:

sponsor a session or event

mount a demonstration

run a session

submit an abstract (closing date January 25th)

submit a poster (closing date January 25th)

organise a breakfast networking session

please tell us more by contacting: M.Ellis1@lse.ac.uk.