in the eye of the beholder

International Congress

23 February 2006
Edinburgh
Intangible assets have supplanted tangible assets as the key value drivers for all organisations. However, traditional accounting has remained focused on tangible assets. As a result, vital assets go unrecognised and are neither measured nor managed; certainly their value is not fully extracted.

THE CONGRESS

‘in the eye of the beholder’ is an International Congress for forward-looking managers seeking to understand their intangible assets. High profile speakers and delegates alike will be offered the opportunity to ask questions, stimulate debate and share their knowledge on the topic of intangible assets, their measurement and their value to organisations.

The Congress will bring together leading international experts from Scotland, the rest of the UK, Canada, the United States and Europe. Through presentations, discussion and case studies attendees will:

- Be introduced to the foremost thinking in this rapidly evolving field
- See how the accountancy profession is handling this vexed issue
- Discuss the methodologies, both financial and narrative, for communicating the value of intangibles
- Experience intangible asset management tools and
- Learn of the plethora of benefits that efficient intangible asset management can bring all organisations, irrespective of sector, maturity, public or private status, profit or non-profit making intention.

There can be little doubt that looking beyond the financials is a critical factor for all organisations. But do you know how to do so? Do you know where to look? Can you afford to miss this opportunity to learn about how to create and communicate the true value of your organisation?
The emphasis for Friday 24th is practical help, with interactive tables of tools and theatre-style presentations, ranging from:

- Training and research in intangibles being carried out by the higher educational establishments in Scotland
- Nordic experiences with the PIP (Putting Intellectual Capital into Practice) project
- Commercially available knowledge capture tools
- Benchmarking and know-how capture tools
- Games to increase understanding of intellectual asset management
- Due diligence tools for intangible based businesses
- Learning from a group of 20+ Scottish companies which have been on a 4-day in-depth programme for intangible asset management
- Plus more!
You are invited to our first International Congress on valuing and evaluating your intellectual assets.
**SPEAKERS**

**Jay Chatzkel**

As Principal of Progressive Practices, Jay assists organisations in transforming themselves into knowledge-based, intelligent enterprises. This includes working with organisations to develop skills and practices in the areas of intellectual capital, knowledge management, leadership and collaboration, business process management and performance measurement.

**Creenagh Lodge**

A founding member and Chairman of Corporate Edge, the UK’s largest independent design and branding consultancy. She is credited with having pioneered place branding, the first example of which was the outstandingly successful brand for New Zealand; and, more recently the new strategy and visual identity for VisitBritain.

**Rob McLean**

As founder and President of MatrixLinks, Rob is active in a number of related initiatives centred around the challenge of measuring value creation in the modern economy. He speaks regularly to business and public sector audiences on intellectual capital, performance measurement, value creation, and systemic change.

**Bill Swirsky**

Vice-President, Knowledge Development, The Canadian Institute of Chartered Accountants. Bill has been with the CICA since 1976. He has had responsibilities for a number of portfolios and presently as vice-president, Knowledge Development, he is responsible for a number of projects and departments including Information Services, Risk Management & Governance and Research Studies.

**Nicol Stephen MSP**

Deputy First Minister and Minister for Enterprise and Lifelong Learning

Nicol Stephen was elected leader of the Scottish Liberal Democrats in June 2005 and appointed Deputy First Minister and Minister for Enterprise and Lifelong Learning under the terms of the Partnership Agreement which underpins the coalition government.

As Enterprise Minister, Mr Stephen is responsible for economy, business and industry including Scottish Enterprise, Highlands and Islands Enterprise’ trade and inward investment, further and higher education, science, corporate social responsibility, community business and co-operative development, European Structural Funds, energy, lifelong learning, training and skills.

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**BOOKING FORM**

To confirm your attendance at the Intellectual Assets Centre’s “in the eye of the beholder” International Congress, please complete this booking form and return it to:

**IAC Booking Office**

Starkevents
37 Otago Street
Glasgow G12 8JJ
Scotland, UK

On receipt of this form and payment, a confirmation email will be sent by return. Travel directions and additional conference information will be sent with the confirmation email.

First Name: ____________________________
Surname: ____________________________
Job Title: ____________________________
Company: ____________________________
Address: ____________________________
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Postcode: ____________________________
Telephone: ____________________________
Email: ____________________________

**CONFERENCE COSTS**

There are various delegate packages available. Please indicate which part of the conference you would like to attend by selecting from the list below:

- **£250** Congress and Dinner – 23/02/06
- **£1000** Table for 10 guests at the Dinner – 23/02/06
- **£75** Morning Workshop – 24/02/06

(al prices + VAT)

There are also sponsor and exhibitor opportunities at this event. Please call 0141 357 2235 for more information.

Discounts are available for ‘early bird’ bookings, details of these and how to book on-line can be found on our website [www.ia-centre.org.uk](http://www.ia-centre.org.uk)

Alternatively, please send your completed form and payment to:

Starkevents, 37 Otago Street, Glasgow G12 8JJ, Scotland, UK

Cheques should be made payable to ‘Scottish Intellectual Asset Management Ltd’. Please do not send cash.

For additional information please contact Starkevents:
Tel: 0141 357 2235, Email: events@ia-centre.org.uk

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[Intellectual Assets Centre](http://www.ia-centre.org.uk) – realising Scotland’s potential