

# The route to market for measurement & monitoring products



9<sup>th</sup> November, Bretby Conference Centre,  
nr Burton on Trent [www.bretbycc.co.uk](http://www.bretbycc.co.uk)

It seems as if the time of sensors and monitoring has finally arrived with the demands being made by the Water Framework Directive. However the market in the water and waste treatment industry is small in global terms and getting innovation to market is challenging.

This Workshop will be valuable to anyone involved the the chain from ideas generation through to the marketing of commercial products.

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Chairman: **Dene Marshallay, WRc**

09:30 am Registration and coffee

10:00 am The trials and tribulations of developing equipment for the UK water industry  
**Prof Bob Andoh - Hydro International**

10:30 am The technology is proven, the specification and price are established, the adrenaline is pumping...now what? **Graham Meller, Buttonwood Marketing**

11.00 am Coffee

11:20 am Funding technology development **Dr Diana Hodgins, ETB**

11:50 am Assessing and implementing new technology  
**Dr Issy Caffoor, Yorkshire Water**

12:20 pm Case study from concept to delivery (a long process) ECLOX  
**Dr Rhys Lewis, Severn Trent Services**

12:50 pm Discussion & Lunch

13:45 pm Breakout sessions. Each group to spend 30 mins brainstorming and summarising their findings on a flip chart, then each facilitator will spend 10mins presenting the findings from each group.

1. How to improve the identification and communication of user needs  
**Facilitator - Michael Scott, SWIG**
2. Should and how can the industry improve collaboration on development projects  
**Facilitator – Dr Ian Walker, WRc**
3. Can the industry improve user validation of emerging technologies  
**Facilitator – Dr Issy Caffoor, Yorkshire Water**

15.00 pm Discussion, sum-up and conclusions **Dene Marshallsay, WRc**

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The cost of attending the Workshop is £60 inc VAT for members and £95 inc VAT for non-members. Cheques should be made payable to SWIG and sent to: SWIG, 27 West Green, Barrington, Cambridge, CB2 5RZ Tel/Fax 01223870967  
email [michaeljscott@compuserve.com](mailto:michaeljscott@compuserve.com)

Literature may be distributed for a fee of £50 and a limited number of table top displays are available at £100 each

You can pay by Visa, Mastercard, VISA Delta, Switch, JCB, Solo, Maestro