

# EIP



## EIP host event in Bath: Effective Innovation Planning

EIP are hosting an evening seminar in Bath on how to plan an effective innovation strategy from product concept to commercialisation.

Speakers include EIP partners Gary Moss, Paula Flutter and Richard Gordon-Brown. They will be joined by James Lamb of Bath-based industrial designers [Lamb Industries](#) and Graham Maile from electronics design house, [Plextek Consulting](#).

The theme of the seminar is the lifecycle of an innovation from the design concept stage, to obtaining robust protection for the IP and monetising innovations.

The seminar takes place at EIP's office in Bath on 12 March from 6pm – 8.30pm.