

Digital Future for Manufacturing and Engineering SMEs in Lancashire?

Following the successful launch of Transmission – the University of Central Lancashire’s new development programme for Lancashire-based advanced manufacturing, engineering, digital and creative SMEs - we are delighted to invite you to join us for the first of our ‘Collaboratory’ events on **Wednesday 28 February 2018, 10am – 4pm**, at the UCLan Media Factory, Preston.

UCLan has devised this business and leadership development programme to help Lancashire’s SME leaders prepare and plan for the opportunities of the digital age. This ERDF-funded programme is free at point of contact to eligible businesses and will act as a catalyst in helping to unlock the future productivity potential within these sectors.

Transmission takes an innovative approach to building leadership capacity and capabilities. We have designed our ‘Collaboratories’ (collaborative learning laboratories) to add value and bring efficiency to businesses by embracing the competitive advantages from a more digitalised economy. Participants in this event will hear from two of UCLan’s experts in applying digital technologies to the business world, backed up by cutting-edge facilitation to ensure you come away with a clearer understanding of what the digital age might mean for your business as well as practical steps to take to apply what you’ve learned to your own business.

Dr John Pinder and Carl Berry from the Digital Manufacturing Group at UCLan will be the speakers for the day, focusing on:

- Demystifying digital jargon by raising awareness of various technologies
- Explaining why and how digital technology will be important for businesses - now and in the future.
- The opportunities the digital age can bring to businesses and their customers.

The presentations will be used to facilitate discussion amongst attendees about the relevance and relatability of the topics to their own businesses and some of the requirements for implementing a digital transformation.

You can read more about the Transmission programme [here](#).

To register your place at this event, please use the following EventBrite link:

<https://transmissionprojectcollaboratory.eventbrite.co.uk>



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If you would like to contact us please call 01772 894632 or email transmissionproject@uclan.ac.uk

Please note - ***Upon receiving your Eventbrite booking request, the team will contact you to confirm eligibility and liaise with you about registering for the programme in advance of attending***



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