



## **Ideopolis Conference 2008: Successful Cities in the Knowledge Economy**

***How can cities strike the right balance in the knowledge economy? What does the future hold for cities?***

**Thursday 16 July 2008, Central London**

Our Ideopolis 2008 conference, *Successful Cities in the Knowledge Economy* will be held on 16 July 2008 in Central London.

We are delighted that the **Rt Hon Hazel Blears MP** has confirmed she will be giving the closing keynote presentation and **Will Hutton** has confirmed his availability to speak.

### **WHY ATTEND?**

**The conference will be invaluable for senior managers from the public and private sector with an interest in the economic development and regeneration of cities. As well as launching the most recent Ideopolis report on successful 'knowledge' cities, this conference will:**

- Present evidence on how the knowledge economy is taking shape in British cities;
- Provide a framework for analysing how cities' economies are developing;
- Inform thinking on responding to the economic assessment duty;
- Discuss the emerging opportunities in the knowledge economy and how these vary in different cities;
- Hear about the role of the public sector in increasing innovation;
- Learn lessons from the way that successful cities have implemented economic development strategies;
- Ask city leaders how they prioritise and grapple with challenges, from worklessness to congestion;
- Discuss how effective city leaders can be created;
- Debate what economically successful and environmentally sustainable cities will look like;
- Hear expert analysis on the future of British cities.

[A full agenda is available on our website](#)

## SESSIONS:

- **Successful cities in the knowledge economy. How can cities strike the right balance in the knowledge economy?**
  - ◇ Does the knowledge economy benefit everyone and every place?
  - ◇ What are the ongoing problems that cities are grappling with?
  - ◇ What are the emerging opportunities?
- **Emerging opportunities - Innovation and cities**
  - ◇ Releasing city potential: the role of public sector innovation
  - ◇ How can public sector innovation revitalise our inner cities? Could it reverse the north south divide? How can this potential be unlocked?
- **Leadership panel:**
  - ◇ How to broker focus in strategy and delivery
  - ◇ How to avoid jam-spreading
- **Work, sustainability and cities: what we should be thinking about?**
  - ◇ Work in sustainable cities: how can models of work support sustainability in cities? What are the myths? How should cities and regional development agencies respond?
- **What does the future hold for cities?**
  - ◇ The future of cities: where have we got to, where are we going?

## WHO SHOULD ATTEND?

- Senior managers from central and local government
- Academics
- Regional Development Agencies
- Non Departmental Public Bodies
- Universities
- Third sector
- Industry and industry representatives associations
- Property developers and other commercial firms involved in economic development
- International agencies
- Policy and research specialists
- Think tanks
- Academics
- Developers / architects

## PRICE

Full Rate:	£425.00 + VAT
Discounted Rate:	£340.00 + VAT
Supported Rate:	£295.00 + VAT
Group Discounts:	2 Full rate places for £722.50
@ 15%	2 Discounted rate places for £578.00
	2 Supported rate places for £501.50

## SPONSORSHIP

If you are interested in sponsoring this conference, please contact Sarah Barnett on [SBarnett@theworkfoundation.com](mailto:SBarnett@theworkfoundation.com) / 020 7976 3596.

## REGISTRATION

Places at the conference are limited, so please book quickly. Contact Sarah Barnett to reserve your place.