

**SCHEDULE: 11<sup>th</sup> Dec 2024 (09:30-11:30)****“Commercialising Social Science Innovations for Impact”****Venue: CCE1 – 401, 4<sup>th</sup> Floor, Business and Law Building, Falconar Street, Newcastle-upon-Tyne, NE2 1XA**

Time	Topic	Presenter
9:30-9:45 (15min)	Registration and Networking	
9:45-10:00 (15min)	Notable Initiatives and Ambitions for Knowledge Exchange in Social Sciences at Northumbria University	<u>Jenny Taylor</u> Executive Director – Research and Innovation Services
Academic Journeys: Monetisable Social Science Innovations		
10:00-10:10 (10min)	Approaches of enabling Commercialisation of Social Science Innovations	<u>Shan Mairembam</u> IP Commercialisation Manager
10:10-10:25 (5min x 3 slots)	FIT (Forensic Interview Trace) App: Enhancing interviewing Skills for law enforcement officers	<u>Laura Farrugia</u> Assistant Prof in Psychology
	Nativity X-ray Image: Licensing of use on a music album	<u>Nicky Grimaldi</u> Assistant Prof in Arts and Environment
	StoryCraft-Pro App – Facilitating storytelling in new product and service communication	<u>David Parkinson</u> Assistant Professor in Fashion Product and Heritage
Academic Journeys: Non-monetisable Social Science Innovations		
10:25-10:35 (10min)	Using Knowledge Bank platform for Capturing Impact	<u>Chelsea Brain</u> IP Commercialisation Manager
10:35-10:50 (5min x 3 slots)	CHINS and LATCHES: Memory aides for positioning and attachment for effective breastfeeding	<u>Lynette Shotton</u> Associate Prof in Community Public Health
	Etica (Global) Ltd: A Social Enterprise Initiative	<u>Gavin Oxburgh</u> Professor in Criminology and Sociology
	Inclusive STEM outreach and Widening Participation resources	<u>Helen Hooper</u> Assistant Prof in Biology Food and Nutrition
Announcement of Upcoming Events from IP Commercialisation Team		
10:50-10:55 (5min)	<u>25Mar2025</u> : Recording new inventions and availing support on research Commercialisation <u>11Jun2025</u> : Northumbria University IP Showcase event <u>10Jul2025</u> : Feasibility Call Workshop 2025-26	<u>Usain Alkari</u> IP Commercialisation Manager
10:55-11:00 (5min)	Closing Remark – ‘How to contact IPC Team and what to ask from IPC Team?’	<u>Elsbeth Macdonald</u> IP Commercialisation Coordinator
Networking Break: 11:00-11:30. Event closure at 11:30		

For follow-up query, please contact: [ipcommercialisation@northumbria.ac.uk](mailto:ipcommercialisation@northumbria.ac.uk)