

2<sup>nd</sup> March 2012

## Design ahead: design for an ageing population

### Programme

Session 1		Chair: Dr Elies Dekoninck
09:30 – 09:50	<b>Registration, tea and coffee</b>	
09:50 – 10:00	<b>Introduction and welcome</b> <i>Dr Nigel Harris, Director, Bath Institute of Medical Engineering</i>	
10:00 – 10:30	<b>What is the scale of the change that is taking place, what are the drivers and what are the implications?</b> <i>Professor Patrick Jordan, Consultant - design, marketing and brand strategist</i>	
10:30 – 11:00	<b>The problem comes first: understanding the needs of users</b> <i>Ed Matthews, Senior Research Fellow, Patient Safety and Healthcare, Helen Hamlyn Centre</i>	
11:00 – 11:15	Refreshments break	
11:15 – 11:45	<b>Working with a design agency</b> <i>Craig Wightman, Design Director, Kinneir Dufort</i>	
11:45 – 12:15	<b>Less state, more self-funding - the changing face of the AT market in tough economic times</b> <i>David Silver, Years Ahead</i>	
12:15 – 12:45	<b>Barriers and misconceptions - the corporate world and the 50+ consumer</b> <i>Ian Rutter, Senior Manager, Engage Business Network, Age UK</i>	
12:45 – 13:15	<b>Making a difference with inclusive design</b> <i>Dr Pat Langdon, Cambridge Engineering Design Centre, University of Cambridge</i>	
13:15 – 14:00	Lunch	
Session 2		Chair: Dr Nigel Harris
14:00 – 14:20	<b>COBALT – Challenging obstacles and barriers to assisted living technologies</b> <i>Professor Arlene Astell, University of St Andrews</i>	
14:20 – 14:40	<b>MALT – Mainstreaming Assisted Living Technology</b> <i>Tim Ellis, Programme Manager, University of Sheffield</i>	
14:40 – 15:00	<b>Designing accessible technology for people living with dementia</b> <i>Hazel Boyd, Bath Institute of Medical Engineering</i>	
15:00 – 15:20	<b>Designing to support active ageing: Challenges and opportunities from the MOBISERV project</b> <i>Praminda Caleb-Solly, University of the West of England</i>	
15:20 – 15:40	<b>Round table discussion: Tackling the challenge of getting new products to market</b>	
15:40 – 16:00	<b>Closing remarks</b>	
16:00	End	