![IASP International Association of Science Parks and Areas of Innovation]

PITCH SESSION
Call for proposals
35th IASP World Conference on Science Parks and Areas of Innovation

1 idea

4 mins

5 slides

2nd – 5th September 2018 | Isfahan, Iran | www.iasp2018isfahan.com

Introduction

Isfahan Science & Technology Town (ISTT) will host the 35th IASP Annual World Conference on Science Parks and Areas of Innovation in September 2018.

The conference will bring together experts from science and technology parks (STPs) and other areas of innovation (AOIs), technology-based incubators, academia, the public sector and business to discuss and debate in depth the trends in STPs and other areas of innovation as increasingly complex structures for professional innovation support.

To serve their companies and communities, STPs and other AOIs often collaborate and coordinate activities with different institutions and organisations, such as universities, chambers of commerce, development and funding agencies, ministries, industry associations, public-private R&D labs, networks, venture capital, etc. All of these institutions are welcome to make contributions to this conference.

Pitch sessions

Pitch sessions are a dynamic approach to knowledge exchange, and in order to enhance the interactivity of the conference one session of this kind has been included in the programme.

Contributors selected for speaking at this session will have 4 minutes to encapsulate their latest thoughts on the topic. After all the presentations have been given, contributors will have a discussion time to debate, refine ideas and share their knowledge and opinions.

IASP 2018 is organised
and hosted by:

ISFAHAN
SCIENCE & TECHNOLOGY TOWN
(ISTT)

The format

The sessions will have a simple presentation format where presenters are allowed a total of 4 minutes to show **five slides**. Please note that presentations longer than 5 slides won't be accepted.

Theme: "STPs in the new proactive cities and areas of innovation: winning strategies"

One of the major changes that we have witnessed in the worldwide landscape of economic development policies is the new proactive role that many cities are taking on.

Until some years ago, science and technology parks were the main protagonists in developing the knowledge economy, but more and more they are sharing this job with other actors, among which cities and local administrations stand out. This is good news. The more, the merrier. However, the emergence of new actors requires readjustments to ensure maximum efficiency and to avoid redundancies.

In this pitch session we would like to hear ideas about how STPs can better adapt to the new scenario: what should their value proposition be to the cities they work with? What should their specificities and their specialisation be? How can parks add the maximum value to the city and reinforce their relevance and their own importance? In sum, what strategic or tactical changes should STPs adopt in order to make the best out of this changed scenario?

Tips

Slides will be displayed for a short time: we suggest that you use big font size and a short text rather than a long paragraph.

The presentation should be a concise summary and should perfectly fit the time schedule.

Guidelines

This format is **not a cut down standard presentation**: content should be adapted to the format in order to maximise the impact of the pitch. In order to do so, and to help pitch authors convey their message effectively, we suggest the following layout for the presentation:

- Slide 1: a statement of the idea, methodology, project or result that is the subject of the pitch. A cover slide is not needed, as this will be added by the organisers (so that all presentations at the conference will have the same cover).

- Slide 2: the background, context or theory underpinning the subject of the pitch.

- Slides 3 and 4: critical economic and/or practical matters that needed to be addressed or will have to be addressed for the idea/project to be successful.

- Slide 5: the actual or anticipated outcomes. As an idea, you may like to consider giving a conclusion in "tweet format", with no more than 140 characters.

Submission and review

Authors are requested to provide a five-slide presentation for review **by 20th June 2018**, along with the coversheet on page 4.

Authors can submit some accompanying notes if they would like to further explain some concepts to the review panel to help them understand their slides (optional). However, please note that this format does not require the submission of a written paper, but only the 5-slide PowerPoint presentation.

There will be a limited number of seats and applicants will be notified around mid-July 2018 as to whether their slides have been selected for inclusion in the session.

Acknowledgement

Participants in these sessions will be officially acknowledged as "conference contributors" and will be listed in the conference programme.

Pitch session application form

(please send your SIGNED application to papers@iasp.ws)

Pitch session

35th IASP World Conference on Science Parks and Areas of Innovation, 2018

PANELLIST	
Given Name:	
SURNAME*:	
Organisation:	
Position:	
City:	
Country:	
Panellist's e-mail address:	
Phone (with area code):	

* Please use capital letters for the surname. (Examples: Fred SMITH, KASHIMA Yoshio).

I confirm my ability to make my contribution in English:	☐ YES

Date:	Signature: