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**Institution of Agricultural Engineers (IAgrE) 2016 landbased conference: ‘Concepts to Cash’ how to turn a bright idea into a finished product – Wednesday 16 November, Harper Adams University, Newport, Shropshire**

“Being an inventor is one thing but having the capability to exploit it is something else,” says Dr Robert Merrall, President of the Institution of Agricultural Engineers.

IAgrE’s 2016 Landwards Conference (#IAgrE Conference) seeks to address how to deal with the challenge of ensuring your new idea stays with you and is not stolen, how you can work with others openly and yet retain intellectual property, what challenges you will need to consider and where to find funding.

The conference takes place on Wednesday 16 November at Harper Adams University and seeks to equip delegates with the information and knowledge they will need to answer these questions. They will also be able to listen to experts in research and development, copyrighting, intellectual property and patents who have dealt with these issues.

Andy Newbold, Director of Farm Smart Events will lead a panel discussion that will include, Toby Mottram, founder and chief engineer of eCow, Brian Knight, CEO and Chief Engineer, Knight Farm Machinery, John Baines, technical director of Fullwood and Richard Robinson founder of Autoguide Equipment.

Finally, there will be a round-up of recent case studies from HAU, SRUC and Cranfield on research council funded innovations which are at the point of moving mainstream. These will be announced over the summer.

In a nutshell, delegates will gain an oversight into:

- technological developments found in modern agriculture
- learn cutting edge methods from technical specialists
- find out what you need to consider to future proof your business/idea
- A great networking opportunity

Delegate rate is £120 + vat, early bird booking is £100 + vat, student rate of £20 + vat and retired rate is £75 + vat.

Ends

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[Dr Robert Merrall – for download](#)

**Notes for editors:**

**Dr Rob Merrall:**

Dr Robert Merrall is the newly appointed President of IAgRE. He is an independent consultant with Innovate UK, the Government's Innovation Agency. Well-known in the agricultural sector, Rob spent his early career in agricultural engineering research at Cranfield University before working in roles with the Renault Group, as a director of two major UK farm equipment distributors and as a director of the Royal Agricultural Society of England.

Rob has taken over the President's role for two years from soil scientist Professor Mark Kibblewhite who is the Principal of MK Soil Science based in Dorset and an Emeritus Professor at Cranfield.

**IAgRE:**

IAgRE is the professional body for scientists, technologists, engineers, academics, managers and students working in the landbased sector and has an international membership base.

As a licensed body of the Engineering Council (EngC) and a founding Constituent Body of The Society for the Environment (SocEnv), IAgRE registers suitably experienced professionals as Chartered Engineers, Chartered Environmentalists, Incorporated Engineers and Engineering Technicians.

IAgRE is a Licensed Body of the Engineering Council and a founding constituent body of the Society for the Environment Company No: 648041 Charity No: 257303

For further details, contact Marion King at IAgRE Communications at [pressroom@iagre.org](mailto:pressroom@iagre.org) or call 01234 750876 – mobile 07843382362

<http://www.iagre.org//sites/iagre.org/files/images/Dr%20Robert%20Merrall.JPG>

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