



# Academic and Research Partnerships – External Communications Brief

## Welcome to May's External Comms Brief

This month's edition includes:

- Tommy Flowers Network conference videos now available
- News from Pembroke College, Cambridge
- Imperial Business School 5 minute read – how leaders can build the right environment for innovation
- News from MIT
- Adastral Park at the Suffolk Show – best supporting education marquee!
- Calendar of events – plus more

**If you would like to find out what we do in the schools and education space, take a read of the latest [external schools newsletter](#) now live on [AtAdastral.com](#)**

Please feel free to circulate this edition to students, customers and colleagues.

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## TFNetwork virtual conference on “Digital Transformation”



TFNetworkSpring22 on Digital Transformation was yet another virtual conference streamed from the [Adastral Park Hybrid Studio](#). This time we teamed up with DIGIT Lab, a UKRI Next Stage Digital Economy Research Centre, and we had fantastic speakers lined up.

Day 1 was all about 'Research Challenges and Opportunities' in Digital Transformation and the speakers explored why research in the digital world is fundamentally different and what that means for the future of research. The session closed with a call for action, offering insights especially for early career researchers into their future challenges and opportunities and opening ways for joining the Digital Transformation community.

Day 2 focused on 'Delivering Impact in Digital Transformation'. With incredible activities around digital transformation happening all over the world, the speakers tackled the questions: What are the big impact opportunities where we can really make a difference? What are the barriers for big companies to make progress? Where does Digit Lab come in? And again this session ended with an offer of opportunities especially for practitioners who deal with large amounts of data to join the Digital Transformation community.

Find out more about this conference and watch the recordings on the [TFNetworkSpring22 conference website](#), or find a playlist on our [YouTube Channel](#) with many more recordings of previous conferences

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## University of Bristol – Immersive Masters



Do you know anyone who would be interested in gaining the creative skills and knowledge to work with virtual and augmented reality?

The University of Bristol have designed two brand-new Masters programmes starting this September, allowing you to upskill and become the next generation of leaders in the immersive industry or create your own immersive startup.

See the [MyWorld website](#) to find out more about the MSc Immersive Technologies and the MA Immersive Arts.

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## Pembroke College, Cambridge – BLOG update

### April 2022 – Lord Chris Smith – BLOG update

Continuing their emphasis on the theme of environmental engagement and leadership in 2022, the [Master](#), Lord Chris Smith reflects on how Pembroke, especially through the Corporate Partnership Programme, brings together business and academia to take leadership over addressing the climate crisis

### May 2022 – Mark Wormald – BLOG update

Dr Mark Wormald, one of Pembroke's Corporate Fellows, offers some reflections on the relationship between poetry and conservation, and argues that finding meaning in the landscapes we often take for granted will help us build the "coalition of care", among corporations, consumers and cultural leaders, which is needed to protect our natural world.



**Congratulations to Pembroke Fellow Professor Clare Grey FRS, who has been made a Dame for services to science in the Queen's Birthday Honours.**

Dame Clare Grey is the Geoffrey Moorhouse Gibson Professor of Chemistry at the [University of Cambridge Yusuf Hamied Department of Chemistry](#). She is one of the world's leading battery researchers and her work on lithium-ion batteries has helped to underpin global progress in rechargeable electric batteries

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## Cambridge Wireless International Conference 2022 – save the date

The CWIC 2022 committee recently met and discussed excellent ideas emerging around this year's theme of the digital self in a hyper-connected world; whether it's digital health or connected cars and homes connectivity is now a ubiquitous part of our lives.

CWIC22 will also delve into the Metaverse; how is the human being changed by or changing this 'metaverse'? Will the metaverse be the next tech watershed or is this just a second stab at Second Life?

CWIC 2022 will take place on the **27th September at Hinxton Hall** – register your interest to hear more developments and join CW on the day as they explore putting the human back into the digital world.

[Register](#) your interest

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## How Leaders can build the right environment for innovation

Dr Ileana Stigliani is Associate Professor of Design & Innovation and Academic Director of Imperial Business Design Studio. Her research focuses on the cognitive aspects of innovation. In particular, she studies how material artefacts and practices influence cognitive processes – such as sensemaking and sensegiving, categorisation, and perceptions of organisational and professional identities – within organisations.

### If you want to innovate, you have to start with a little messiness

Some leaders think innovation will happen if they throw more resources at a problem, and others worry about the cost of change. But innovation is not a linear process. When we strip down innovation to its bare essentials, we see it's about imagining the world as it could be (and not as it is).

And imagining demands a different mindset.

Read the full article on the [Imperial pages](#)

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## UK Government C-level Future Vision Programme at MIT



Each year BT and MIT host the Future Vision executive development programme for C-level leaders from across UK Government.

The annual programme is a direct descendent of the BT-led Vital Vision programme and is now coordinated by Birmingham University and The Leadership Centre

This year's cohort included leaders from a range of bodies such as the NHS, HMRC, Department of Energy, Department for Education, FCDO, ACPO and various regional authorities and agencies.

Speakers included

- Steve Whittaker (BT) on Emerging Technologies and What They Mean
- Steve Spear (MIT) on organisational transformation
- George Westerman (MIT) on Digital Masters
- David Rand (MIT) on Countering Disinformation

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## Adastral Park at Suffolk Show 2022



We had a fantastic two days at this year's Suffolk Show

With 3 locations at the Show – the **Adastral Park technology marquee**; the **BT Armed Forces Network & Openreach** within the Armed Forces location area plus an **Adastral Park Heritage marquee** in the Queen's Platinum Jubilee celebration area at the Show.

A ceaser cipher code breaking activity took children to each of our locations at the Show - Solving the code breaking clues to win prizes.

The Technology marquee provided hands on demos including Security; virtual learning; AR and VR experiences; 5G EdgeXR; health and innovation and robotics. The University of Suffolk DigitTech Centre also had hands on activities exploring sensors. Our thanks to our colleagues in BT; [Mvine](#); [Sound Extensions](#); [Dance East DigitTech Centre](#) and [STEMPoint East](#) for supporting the marquee.



**We were delighted to be awarded the best marquee supporting education! Well done to the fantastic team!**

As part of the Show's celebration of the Queen's Platinum Jubilee, we had a Heritage marquee presence which celebrated the technology journey during the Queens 70 year reign.



From dialling up stories on 1970s telephones and listening to stories from Adastral Park, to exploring a 1970s GPO telephone exchange, to taking an immersive VR experience and “climb” the Bawdsey radar tower, there was plenty of excitement and interest.

A massive thank you to everyone involved: BT volunteers; [BT Archives](#); [Chronicle Digital Storytelling](#) and [Bawdsey Radar](#).

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## UK Virtual Events to get involved in UK - 2022

**Innovation Martlesham** – some great events coming up over the next few months. Take a look [here](#)

**14<sup>th</sup> June– NG-CDI Thought Leadership, 13:00 – 14:00 on MS Teams**

Dr Philip Stiles: Corporate Governance and Co-Director of the Centre for International Human Resource management, Cambridge Judge Business School - “Dynamic Risk & Governance”

[Register](#) to receive MS Teams invite

**14<sup>th</sup> June:** [Cambridge Wireless](#): Virtual Networks SIG – The Rise of the Private Network

**21<sup>st</sup> June–** [Festival of Suffolk Business Expo day](#) at Adastral Park

**22<sup>nd</sup> June:** [Cambridge Wireless](#): Launching the new Wave of Wireless Networks

**22<sup>nd</sup> June:** University of Suffolk “Inspired by Innovation” launch event for Innovation Labs. [Register](#) for free, 1630 – 1900, The Atrium Building, Ipswich

**30<sup>th</sup> June:** [Cambridge Wireless](#): Sustainability and UX: friends or foe?

**5<sup>th</sup> July:** [Cambridge Wireless](#): Small Cell SIG: servicing special places with small cells and DAS

# MIT Events

## 2022

### June 22 MIT Startup Exchange STEX Demo day - Sustainability - virtual

- <https://ilp.mit.edu/attend/22-CA>

### September 8 (tbc) MIT CSAIL Machine Learning Applications

- details tbc

### September 20-21 MIT ILP Sustainability Conference 2022

- <https://ilp.mit.edu/attend/22-sustainability>

### September 22 (tbc) MIT CSAIL Future of Data, Trust and Privacy

- details tbc

### October (tbc) 6 MIT Fintech @ CSAIL

- details tbc

### October 12-13 MIT ILP Digital Technology and Strategy Conference

- <https://ilp.mit.edu/attend/22-digital>

### October 20th MIT ILP London Conference with BT - One Braham

- details TBC

### November 15-16 MIT ILP R&D conference

- <https://ilp.mit.edu/attend/22-rd>

### December 6-7 MIT ILP fall conference #4

- tbc