



# INCOSE UK ASEC 2010

UK Annual Systems Engineering Conference  
**8th-10th November 2010**



*“Systems Engineering: Adding Value in Challenging Times”*

The 2010 INCOSE UK Annual 3-day conference aims to showcase best practice in Systems Engineering and to promote the benefits of Systems Engineering to the widest possible audience.

This year's theme considers the value of Systems Engineering in **Challenging Times**. These challenges include the current economic situation and the increasing pressure on all of us to justify what we do against the bottom line of our organisations. We will also consider other challenges relevant to INCOSE members such as the challenges of complex, multi-dimensional, integrated systems problems and the lack of competent Systems Engineers.

The **Value** of Systems Engineering in this context includes:

- **The value of applying a Systems Approach to complex real world “System of Systems” problems.**  
Our first keynote speaker, *Professor Brian Collins, Chief Scientific Advisor for the Department of Transport*, will talk about the challenges of an integrated approach to ground transport, rail and infrastructure. Elsewhere in the conference, we will consider the challenges of dealing with properties such as Safety and Resilience on System of Systems problems.
- **The business case for the value of Systems Engineering in your organisations.**  
Our second keynote speaker, *Peter Price Director of Engineering and Technology, Rolls Royce Civil Aerospace*, will describe the challenges and complexity of providing an engineering and service solution, and why Systems Engineering plays a vital role in meeting them. There will also be presentations of case studies and best practice from across the INCOSE community.
- **Getting value from specific Systems Engineering activities.**  
This will include the work of some of the INCOSE UK technical working groups, detailed workshops and tutorials from the INCOSE community, exhibits and special sessions by Systems Engineering suppliers, tool vendors and specialist consultancies.

Please come along and share your experiences so that we can enrich our understanding, and advance our profession. The event will be an excellent opportunity to network and discuss issues with key people. As always, there will be a conference dinner followed by a lively after dinner speaker.

## Administration

The venue for ASEC 2010 will be the newly refurbished The **Crowne Plaza Oxford - Heythrop Park Conference Centre**, Enstone, Chipping Norton, Oxfordshire, OX7 5UE

**Prices for the event will be: 1 day = £300, 2 days = £500, 3 days = £700**  
**Overnight stay at the venue (dinner, bed & breakfast) = £117.50**

These prices are for INCOSE UK members (student rates available). Non-members will be charged an additional £72, providing the benefits of INCOSE UK membership for 12 months. All prices include lunch and are inclusive of VAT (at 17.5%). All details were correct at the time of printing. See our website [www.incoseonline.org.uk](http://www.incoseonline.org.uk) for further information.

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More details of the event programme and content can be found overleaf.

# INCOSE UK ASEC 2010

## What is the INCOSE UK ASEC?

We aim to create the premium Annual Systems Engineering Conference in the UK, combining the very best features of previous INCOSE UK Spring and Autumn events and continuing to provide a unique opportunity for organisations and individuals to meet and share ideas.

ASEC 2010 is a 3-day event, with each day offering a mixture of **keynote speakers** representing the challenges of our increasingly "Systems World", **invited speaker** sessions highlighting the best of the technical activities of INCOSE, **paper presentations** giving an insight into some of the real world situations where INCOSE members are adding value, **workshop** sessions to allow smaller groups to look at a topic in detail, and **tutorials** giving opportunities to learn more about Systems Engineering techniques or approaches.

An extended **exhibition** offers opportunities for Systems Engineering suppliers to reach existing and potential customers. We are also planning a special invited speaker session, which we hope will provide a chance for exhibitors to take a more active part in the event, and to showcase their expertise and products.

See [www.incoseonline.org.uk](http://www.incoseonline.org.uk) for further programme information as it matures.

## Event Programme

| Day 1 Morning   |  |    |             |    |             |
|-----------------|--|----|-------------|----|-------------|
| 09:00-10:15     | <b>Keynote Speaker:</b> Brian Collins - Chief Scientific Adviser, Dept for Transport, UK                   |    |             |    |             |
| 10:45-13:00     | Paper Presentations  |    |             |    |             |
| Day 1 Afternoon |  |    |             |    |             |
| Time            | Session 1.1  |    | Session 1.2 |    | Session 1.3 |
| 14:00-17:00     | Invited Speakers   | or | Tutorial    | or | Workshop    |
| Day 2 Morning   |  |    |             |    |             |
| 09:00-10:15     | <b>Keynote Speaker:</b> Peter Price - Director of Engineering and Technology, Civil Aerospace, Rolls Royce |    |             |    |             |
| 10:45-13:00     | Paper Presentations  |    |             |    |             |
| Day 2 Afternoon |  |    |             |    |             |
| Time            | Session 2.1  |    | Session 2.2 |    | Session 2.3 |
| 14:00-17:00     | Invited Speakers   | or | Tutorial    | or | Workshop    |
| Day 3 Morning   |  |    |             |    |             |
| 09:00-12:30     | Paper Presentations  |    |             |    |             |
| Day 3 Afternoon |  |    |             |    |             |
| Time            | Session 3.1  |    | Session 3.2 |    | Session 3.3 |
| 13:30-17:00     | Invited Speakers   | or | Tutorial    | or | Tutorial    |

*Indicative programme information. Final details and timings may be different and will be published on [www.incoseonline.org.uk](http://www.incoseonline.org.uk)  
Morning and Afternoon coffee and lunch will be served on each day.*

## Conference Venue

ASEC 2010 will be held at the newly refurbished The **Crowne Plaza Oxford - Heythrop Park**. A completely rebuilt conference area retains the tiered lecture theatre but adds new meeting and tutorial rooms, plus a ballroom for exhibition space and the traditional INCOSE banquet. **The £50 million development includes 197 newly refurbished bedrooms** that meet the Crowne Plaza's high standards for bedroom accommodation.

## Who will benefit from involvement or attendance at this event?

Anyone involved in the resolution of complex problems, who wants to find out how the discipline of Systems Engineering can be of use to them. Organisations that wish to showcase their Systems Engineering expertise or that are looking for innovative solutions to Systems Engineering problems. Practitioners who need to keep up to date with the latest trends in Systems Engineering, or who wish to play an active role in the evolution of the discipline.

## About INCOSE

The International Council On Systems Engineering (INCOSE) is a not-for-profit membership organisation founded to develop and disseminate the interdisciplinary principles and practices that enable the realisation of successful systems. INCOSE has grown significantly since its formation in 1990. Today, there are over six thousand members representing a broad spectrum – from student to senior practitioner, from technical engineer to programme and corporate management, from science and engineering to business development. Members work together to advance their technical knowledge, exchange ideas with colleagues, and collaborate to advance systems engineering.

INCOSE is highly active in the UK with the UK Chapter currently having over 700 members. INCOSE UK is supported by a national advisory board comprising over 27 world class UK systems engineering companies and universities.

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