

London Knowledge Transfer Awards Gather Pace

The recently launched London Knowledge Transfer Awards are off to a great start with interest being shown across all six categories. With just two weeks left before the closing date, organisations and individuals involved in knowledge transfer within London are now being encouraged to send in their entries.

Launched on 4 September, the new award scheme is designed to raise awareness of the benefits of using the knowledge base as a resource, and how to access to it, by seeking out best practice within the city. Publicity associated with the launch has had an instant impact on awareness and traffic to the Awards Website.

The London business community has been targeted through the pages of the Evening Standard and with the partnership of LBC Radio. A recent feature and interview on Sunday's James Max Business Matters Show enabled Emma Shelley, Senior Development Manager at the LDA, to highlight the opportunities for universities and research establishments to showcase their knowledge transfer collaborations. Emma's key message was: "If you are engaged in knowledge transfer within London, then you should get involved with the London Knowledge Transfer Awards."

The awards are open to all businesses and knowledge base organisations located within London, large or small. There is a simple entry process which features an online facility on the Awards Website. Those selected as finalists, after the closing date of 31 October 2008, will be visited by a judging team. The winners of each category will be announced at the Awards Ceremony, to be hosted by Jason Bradbury, co-host of Channel Five's Gadget Show, on Friday 5 December 2008 at the Royal Garden Hotel Kensington.

Full details of the categories and entry process can be found at the Awards Website www.londonktawards.co.uk or call 020 7580 8834.