



Programme

0900 **Welcome and introductions**

0930 **1. Idea Generation**

What 'one thing' could be done to dramatically accelerate progress in dementia research?

1030 **BREAK**

1045 **2. Selecting an idea**

Output: Title and Vision statement, using first section of Press Release template

1115 **3. Developing a plan**

Output: Budget, Actions, Timelines

1200 **4. Preparing a pitch**

Output: Press Release and 5-minute pitch

1245 **LUNCH**

1330 **Team Pitches**

All teams make their pitch (5 mins per team)

1415 **BREAK – team review**

1430 **Announcement of winners**

1500 **Close**

