

19th February News and Events of Interest (I hope!).

[Applications for the 2009 L'Oreal UK and Ireland Women in Science Fellowships are now open.](#)

L'Oréal UK and Ireland, the UK National Commission for UNESCO, the Royal Institution of Great Britain, the Irish National Commission for UNESCO, and the UK Resource Centre for Women in SET have partnered together to provide a dedicated UK and Ireland For Women In Science Fellowship Programme for women scientists at postdoctoral level to enable and/or facilitate promising scientific research in the life or physical sciences.

Four Fellowships will be awarded in 2009 to outstanding female postdoctoral scientists to assist them with their research. The Fellowships, each worth £15,000 (equivalent € for candidates in Ireland), are tenable at any UK or Irish university or research institute to support a 12-month period of research.

The fellowship money can be spent in any number of innovative ways to enable women scientists to further their careers and facilitate world class research - such as buying equipment, paying for childcare or funding travel costs to an overseas conference.

[Closing date for applications is midnight 8 April 2009](#) Visit www.womeninscience.co.uk to apply.

Institute of Marketing

17 Mar 09, 18:15-20:30

Breakthrough products

How Product Brands drive product innovation

Innovation in product development enhances brand value, However, we often miss the opportunity to identify how a well-branded product can itself drive innovation, which leads to ever greater product sales volume. In this presentation, Mike Cane (Cambridge Design Partnership) will provide an insight into how the value of a brand can be made to become the powerhouse of product innovation. Mike will explore past and present case studies and will introduce a new weapon in the fight against MRSA and C.difficile infection. Each of these product innovations have one thing in common: they were driven by existing products that high highly valuable brands.

Venue: ARM Ltd, 110 Fulbourn Road, Cherry Hinton, Cambridge CB1 9NJ

To book: telephone 01628 427340 and quote AWiSE1703 to take advantage of CIM members rate of £11.50 (£10+VAT).

For further information visit

<http://www.cim.co.uk/NewsAndEvents/Events/EventDetails.aspx?ObjectID=24184>

The next **CaMedia** event will help get us through the current difficult times. We have two inspiring speakers, coach, counsellor, and mentor **Caroline Lloyd-Evans**

<http://www.cleconsulting.co.uk/index.htm> and Action Coach **Mark Featherstone**

[http://www.actioncoach.com/markfeatherstone/.](http://www.actioncoach.com/markfeatherstone/)

Both have many years of experience helping individuals and companies be more effective, efficient, and successful, especially important when things are tough. It is very easy to get caught up in the daily "firefighting" of making a living, whether as a director, manager, or freelance, and in stressful times it is very easy to lose sight of the "big picture" and make bad decisions, exactly when you need to be more focused than ever. An outside perspective and an objective view can help you stay on the right track. Mark will talk us through a business health check – how to spot your business's weaker areas and highlight ways to start making improvements. Caroline will focus on personal effectiveness to help make sure you close the deal, get the contract, and impress at interview. She will suggest how to stay positive and confident in the face of anxiety and adversity – this is no time to lose your nerve! Caroline is a former chair of the Cambridge Businesswomen's

Network and was a finalist in the prestigious Business Excellence Awards and has worked with an impressive list of clients, including Cambridge University Press and Elsevier Ltd.

When: Thurs March 19th 7:30pm

Where: RUS 203 off the Ruskin Gallery, Anglia Ruskin University, East Road, Cambridge.

Door: £2 members, £6 non-members, annual membership £6.

<http://camedia.trylookinghere.com/>

Institute of Biology - East Anglia Branch

We are strengthening our links with the local branch of the Institute of Biology. As a consequence, Cambridge AWiSE members are now able to attend IOB branch meetings as a member of an affiliated organisation.

26th February Wine and Cheese Networking Event at the Scott Polar Institute Museum. £5 registration fee.

16th May Coach trip to Charles Darwin's Home Down House and to Lullingstone Castle.

Please contact Liz Campbell, Secretary at: liz.campbell@cambridgebluegnome.com to register or for more information.

For those of you who may be in Oxford at the time!

Dorothy Hodgkin Memorial Lecture 2009

Prof. Pamela J Bjorkman (Caltech, USA). Your Mother's Antibodies: How you get them and how we might improve them to combat HIV

Wednesday 11th March

6:00 pm tea/coffee, 6:30 pm Lecture

University Museum of Natural History Oxford.

Free Admission.

The Credit Crunch: Gender Equality in Hard Times

This University of Cambridge GeNet Seminar will be held as part of the ESRC Festival of Social Sciences at Queen's College, Cambridge.

Friday 6th March, 13:00-16:30.

To register please complete the registration form on the conference website and email it to Ann Sinnott (as759@cam.ac.uk) before 2nd March.

Further details at www.genet.ac.uk/Events/Festival2009/

British Science Association Media Fellowships - reminder closing date 10th March 2009

The Media Fellowship scheme is all about building trust between scientists and the media. For more information about the scheme and how to apply visit: www.britishtscienceassociation.org/mediafellows

Dr. Lucinda Spokes

Cambridge Association for Women in Science and Engineering.

For more information and how to join, visit our website at www.camawise.org.uk

To join our email list, send an email with **subscribe** in the subject box to: ucam-awise-request@lists.cam.ac.uk

To contact us, email: info@camawise.org.uk

Cambridge AWiSE - helping to retain and enhance the participation of women in science, engineering and technology fields in both industry and academia.