



## AIMday™ Future of Livable Cities

Cities face ongoing challenges that affect our quality of life. As we begin to recover from the pandemic, organizations have an unprecedented opportunity to chart new paths and reimagine how our cities can better support and sustain our community members.

**ONE**  
Question

+

**ONE**  
Hour

+

**ALL**  
Experts

=

**AIM**  
DAY

Academic Industry Meeting day, known as AIMday™, is a unique opportunity where academic experts workshop a question or challenge from organizations. In each one-hour roundtable:

- Explore solutions to your organization's challenges and questions.
- Cultivate industry/academic collaborations for maximum real-world impact.
- Envision and implement the future of cities with other companies, organizations and researchers.
- Access state-of-the-art knowledge, ideas, technology and insights.

## Event Details

### Date of event

Thursday,  
November 25, 2021

### Location

Virtual conference

### Cost

Free of charge to participants of organizations who have submitted a research question or challenge

### Organization registration

Open from September 7 to October 12, 2021

### University partners

Ryerson  
University



## About AIMday™

---

Academic Industry Meeting day, or AIMday, is a unique opportunity centered on a day of one-hour workshops addressing questions from industry. This highly effective program enables industry and university-based scientists to connect and bring world-class research to life. By matching industry's need for new knowledge with academic expertise, AIMday brings understanding and new perspectives to real-world problems.

Established in 2008 at Uppsala University, Sweden, AIMday has been implemented and refined by universities from around the world, including the U.K. (Newcastle University, Queen's University Belfast, University of Cambridge, University of Edinburgh, University of Oxford), Brazil (Federal University of Pernambuco, Federal University of Rio Grande do Sul, University of São Paulo), Sweden (Umeå University) and Canada (Ryerson University, University of Saskatchewan).

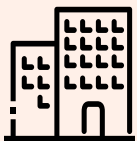
## AIMday™ Benefits to Industry

---



### Expertise

Industry questions form the meeting day agenda. The AIMday team then matches these questions to academic expertise. The broad mix of experts often provides a range of perspectives and new avenues to solving problems. Many collaborative projects begin during this exchange of knowledge and ideas.



### Streamlined Meetings

AIMday Future of Livable Cities dedicates an hour to each question through a small workshop group of seven to 12 people, pre-selected for this question, including industry representatives and researchers from various disciplines.



### Connect with World-Class Researchers

Connect with academic researchers across different disciplines and with other organizations. Identify experts to explore research collaborations that address your most pressing challenges in creating future livable cities. Make key contacts for other projects.

## AIMday™ FAQs

---

### Who can pose questions at this AIMday event?

We welcome questions from companies and other organizations.

### What kind of questions can I ask?

The questions can be very wide or very narrow in scope. We don't put any restrictions on the question formulation, and it's you and your company who decides the character of the question. Upon request, we can help you formulate your problem into one or more questions.

### How many questions can I ask?

A maximum of five questions per company can be asked. Past experience has shown that the best results are yielded when at least two representatives from your company attend the workshop discussions.

### Will other organizations take part in our workshop?

This is something for you and your organization to decide. AIMday is an opportunity to connect with world-class researchers and have them focus exclusively and confidentially on your challenges. If you feel that you would like to open up the workshop to other organizations in order to address systemic industry challenges, please let us know when you submit your question and we will make the necessary arrangements.



**Fast track solutions through industry/academic collaboration.**



## Contact Information

---

For more information or for support in developing your research question, please contact:



### Cherie Dawn

Manager, Partnerships and Collaborations,  
Ryerson University  
[cherie.dawn@ryerson.ca](mailto:cherie.dawn@ryerson.ca)



### Johannes Dyring

AVP Business Development and Strategic Initiatives,  
Ryerson University  
[jdyring@ryerson.ca](mailto:jdyring@ryerson.ca)