

Amplify 2025 | IRDG's Leading R&D Event

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ReaDI-Watch was proud to exhibit and attend **IRDG Amplify 2025** on June 18–19 at the stunning Lyrath Estate in Kilkenny. CEO Dave Byrne and CSO Gerry Byrne joined innovation leaders, tech strategists, and corporate change-makers for two days of compelling talks, hands-on workshops, and meaningful networking.

Exhibiting Innovation and R&D Readiness

In exhibition space, Dave & Gerry manned the ReaDI-Watch booth, to highlight how our platform empowers organisations to document and govern R&D with clarity, structure, and real-time confidence. Visitors from sectors including medtech, software, and manufacturing engaged directly with our expert-led, platform-backed approach to qualifying and scaling innovation activities.



Leading Ideas, Powerful Voices

The conference delivered standout content, from **Dermot Casey's opening remarks** on experimental design to **Scott Berkun's** provocative keynote, *The Myths of Innovation*. The **AI Plenary Session**, featuring **Kate Devlin**, **Paul McBride**, and **Conor Flynn**, sparked critical discussions about the intersection of automation, governance, and human insight.

Workshops on AI, R&D tax strategy, and innovation storytelling offered practical frameworks aligned with ReaDI-Watch's mission to simplify and elevate the innovation lifecycle.
