

2nd Annual

Innovation Excellence

Capture Market Share and Increase Revenue through Innovative Ideas Suited for Any Economic Environment

Berlin, Germany

17th & 18th September 2009

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Follow** clear innovation metrics and effectively master the cost of innovation processes
- **Increase** the success rate of your R&D projects
- **Evaluate** innovation frameworks and techniques that will reduce time to market and increase product hit rate
- **Pinpoint** key practical steps towards a successful open-innovation approach
- **Establish** new profitable alliances by joining forces to innovate
- **Minimise** risks in the development process while ensuring a barrier-free approach to innovation
- **Balance** bottom-up and top-down activities in the innovation management process
- **Apply** Lean principles to further improve the effectiveness of the research programmes
- **Assess** key mechanisms to ensure sustainable and effective R&D programmes

Learn from Key Practical Case Studies:

- **Unilever** co-innovates with consumers for consumers
- **GE Research** establishes new profitable alliances by joining forces to innovate
- **Philips** accelerates innovation early in the product development stage by delivering immediate and ongoing consumer insights
- **Siemens AG** innovates in an Enterprise 2.0
- **Clariant International Ltd** assess the benefits of R&D projects against their cost
- **Beiersdorf** explores key mechanisms to ensure sustainable and effective R&D programmes

Boost the efficiency
of the innovation process to **reduce** costs
and **speed up** time-to-market



In the Chair:

Dagmar Chlosta
Vice President, Process and Systems
Solutions
adidas Group

Joachim Von Heimburg
Former Director Corporate R&D,
Innovation and Knowledge EMEA
Procter & Gamble

marcus evans Expert Speaker Panel:

Prof. Dr. Michael Heiss
Global Vice President for Knowledge,
Innovation, Technology
Siemens IT Solutions and Services

Joachim Von Heimburg
Former Director Corporate R&D,
Innovation and Knowledge EMEA
Procter & Gamble

Dr. Horst Wenck
Corporate Vice President, Research
Beiersdorf AG

Dr. Carlos J. Härtel
Managing Director, Europe
GE Global Research

Federico Trovato
Vice President, Consumer
Market Intelligence
Philips Consumer Lifestyle

Peter Richard Gerstle
Manager, Product Development
and Innovation
easyJet Airline Company Ltd

Dr. Fee Steinhoff (MBE)
Project Leader, Field User Driven Innovation,
Innovation Development
**Deutsche Telekom AG,
Laboratories, Germany**

Karen A. Morris Esq.
Chief Innovation Officer
AIU Holdings, Inc.

Dr. Ralf Dümpelmann
Head, Global R&D Textile
Clariant International Ltd

Prof. Diana Derval
Professor of Marketing
and Innovation
**University of Wales/
Robert Kennedy College**

Graham Cross
Director of Commercial Alliances
and Innovation Acceleration
Unilever R&D

Pekka Korhonen
Assistant Vice President
KONE

Dagmar Chlosta
Vice President, Process and Systems
Solutions
adidas Group

Michael Poznanski – Eisenschmidt
Head of Wind Tunnel, Aerodynamics
and Innovation Management
VOLKSWAGEN AG

In Association with:



17th September 2009

08.30 Registration and Coffee

09.00 Opening Address from the Chair

Joachim Von HeimburgFormer Director Corporate R&D, Innovation and Knowledge EMEA
Procter & GambleSEIZE OPPORTUNITIES IN THE CURRENT CLIMATE AND ENSURE
BREAKTHROUGH INNOVATION

09.10 Opening Remarks:

Innovating in Times of Economic Recession

- Innovation – the way to stand out from the crowd
- Innovating in a world with fewer resources
- Increasing the entrepreneurial spirit within the organisation
- Creating a strategic focus for innovation
- Bringing innovation to market in a recession

Joachim Von HeimburgFormer Director Corporate R&D, Innovation and Knowledge EMEA
Procter & Gamble

DEMOCRATISING INNOVATION

09.30 Case Study:

Leading Business Innovation through Design Thinking

- Using design thinking to devise innovative solutions
- Pinpointing practical solutions
- Utilising different creative techniques to articulate customer scenarios
- Discovering how to develop fresh ideas for user-friendly products and services
- Offering uniqueness and usefulness through the solutions you are bringing to the market

Dr. Fee Steinhoff (MBE)Project Leader, Field User Driven Innovation, Innovation Development
Deutsche Telekom AG, Laboratories, Germany

10.15 Case Study:

Balancing Innovations between Technical Approach and Customers Demands

- Detecting early signals of social and technology trends
- Defining the right innovation blockbuster
- Challenges for the development of market specific innovations
- Considerations for an innovation strategy

Michael Poznanski – EisenschmidtHead of Wind Tunnel, Aerodynamics and Innovation Management
VOLKSWAGEN AG

11.00 Morning Coffee and Networking Break

REVIVING UP ROI OF OPEN INNOVATION

11.30 Case Study:

Driving Growth through Innovation

- Nurturing and sustaining an innovation culture across the organisation
- Acting upon innovation trends identified by market intelligence and voice-of-the customer
- Establishing new profitable alliances by joining forces to innovate
- Pinpointing key practical steps towards a successful open-innovation approach

Dr. Carlos J. HärtelManaging Director, Europe
GE Global Research

EMBRACING CO-CREATION AND COLLABORATIVE INNOVATION

12.15 Case Study:

Generating Creative Ideas through User Co-Creation

- Connecting with the consumers most important to your business
- Injecting disciplined consumer feedback in the innovation process
- Uncovering the whys behind behavior
- Co-innovating with consumers for consumers
- Bringing the human element of the consumers to life

Graham CrossDirector of Commercial Alliances and Innovation Acceleration
Unilever R&D

13.00 Luncheon

INNOVATING INNOVATION MANAGEMENT

14.00 Interactive Session:

Innovating How You Innovate

- Assessing the need for and challenges of the innovation process
- The old versus the new world of innovation
- The concept of open innovation

*Led by:***Joachim Von Heimburg**Former Director Corporate R&D, Innovation and Knowledge EMEA
Procter & Gamble

15.00 Case Study:

Putting the “No” in Innovation

- Why sustainable and scalable innovations are so elusive
- The 5 golden rules you need to forget, including “There is no such thing as a bad idea.”
- Sharing the methodologies, and the challenges of leadership and management in organising for innovation

Karen A. Morris Esq.Chief Innovation Officer
AIU Holdings, Inc.

15.45 Afternoon Tea and Networking Break

CONSUMER INSIGHT-DRIVEN INNOVATION

16.15 Case Study:

Consumer Insight-Driven Lifestyle Innovation: The Experience at Philips

- Predicting consumers shift in needs and attitudes during tough times
- Acknowledging the importance to innovate and stay close to the consumer
- Closely collaborating with customer intelligence experts for a better understanding of your persona
- Accelerating innovation early in the product development stage by delivering immediate and ongoing consumer insights
- Taping into emerging trends

Federico TrovatoVice President, Consumer Market Intelligence
Philips Consumer Lifestyle

INCREASING EFFICIENCY OF THE INNOVATION PROCESS

17.00 Case Study:

Lean R&D

- Applying Lean principles to further improve research programmes
- Reaching superior product portfolio management
- Reducing costs within the department
- Weighing the benefits of R&D projects against their costs

Dr. Ralf DümpelmannHead Global R&D Textile
Clariant International Ltd

17.45 Closing Comments from the Chair

17.55 End of Day One

Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Mr. Rob Taylor, Marcus Evans Spain, Sponsorship Manager

Tel: +34 933 934 632

Email: robt@marcusevanses.comwww.marcusevanses.com/Innovation

18th September 2009

08.30 Registration and Coffee

09.00 Opening Address from the Chair

Dagmar Chlosta

Vice President, Process and Systems Solutions
adidas Group

ENVISIONING THE FUTURE OF R&D

09.10 **Case Study:**

Increasing Innovation Hit Rate

- Powerful frameworks: Generating relevant consumer insights and turning them into successful products
- Groundbreaking innovations: Taking measured risks for higher return on innovation
- Behavioral neuroendocrinology: Designing the winning sensory mix for each and every persona

Prof. Diana Derval

Professor of Marketing and Innovation
University of Wales/Robert Kennedy College

UTILISING INNOVATION METRICS AND REDUCING R&D COSTS

09.55 **Case Study:**

Making Optimal Use of the R&D Budget in Challenging Times

- Focus on R&D efficiency
- Assessing key mechanisms to ensure sustainable and effective R&D programmes
- Arranging a tight cooperation between marketing, research and product development
- Monitoring project portfolio to ensure optimal alignment
- The challenge of balancing short and long term activities

Dr. Horst Wenck

Corporate Vice President, Research
Beiersdorf AG

10.40 Morning Coffee and Networking Break

11.00 **Case Study:**

Maximising the Profitability of New Product Development

- Achieving the most value with the minimum resources – Getting it right the first time
- Evaluating the capacity of your innovation pipeline
- Assessing the profitability of R&D projects and pulling the plug at the break-even point
- Ensuring your innovation activities are aligned with the strategic needs
- Identifying the most appropriate route to commercialisation

Peter Richard Gerstle

Manager, Product Development and Innovation
easyJet Airline Company Ltd

11.45 **Panel Discussion:**

Identifying Low Budget but Effective Research Techniques

- Exploring successful approaches adopted by other leading organisations serving your customers' persona
- Gaining a complete understanding of your target audience and spotting unmet opportunities
- Assessing which techniques work best for you and which do not
- Solving difficult problems by making use of knowledge from across other domains

Prof. Dr. Michael Heiss

Global Vice President for Knowledge, Innovation, Technology
Siemens IT Solutions and Services

Dagmar Chlosta

Vice President, Process and Systems Solutions
adidas Group

Dr. Horst Wenck

Corporate Vice President, Research
Beiersdorf AG

Prof. Diana Derval

Professor of Marketing and Innovation
University of Wales/Robert Kennedy College

12.45 Luncheon

13.45 **Case Study:**

Innovation in an Enterprise 2.0

- Changing the culture towards an open collaboration culture
- Utilising the full intellectual power of your company by collective intelligence
- Balancing bottom-up and top-down activities in the innovation management process
- Integrating digital natives and digital emigrants and their different communication cultures

Prof. Dr. Michael Heiss

Global Vice President for Knowledge, Innovation, Technology
Siemens IT Solutions and Services

SPEEDING UP TIME TO MARKET

14.30 **Case Study:**

Virtualisation – Innovation Advantages through New Technologies

- Challenges of traditional R&D and sell in
- The future is now – Keeping pace with a fast moving market environment
- The "Virtualisation" journey
- Leadership through new technologies

Dagmar Chlosta

Vice President, Process and Systems Solutions
adidas Group

MITIGATING NEW PRODUCT DEVELOPMENT RISK IN PURSUIT OF INNOVATION

15.15 **Interactive Session:**

Decreasing the Risk Ratio during the Development Phase

- Assessing the risk ratio and ensuring you are not erecting barriers to innovation
- Making the decision whether something is worth spending money on or not
- Increasing the effectiveness of your development phase
- Managing uncertainty in the current environment

Pekka Korhonen

Assistant Vice President
KONE

Prof. Dr. Michael Heiss

Global Vice President for Knowledge, Innovation, Technology
Siemens IT Solutions and Services

Dr. Horst Wenck

Corporate Vice President, Research
Beiersdorf AG

Dr. Carlos J. Härtel

Managing Director, Europe
GE Global Research

16.15 Concluding Remarks from the Chair

16.30 End of Conference