

Innovation-In-Action

Conference & Round Table



Successful Innovation

Effectively Managing an Innovation Tournament

- Business case
- Benefits
- Implementation

TUESDAY 27TH APRIL 2010
FONTAINEBLEAU, FRANCE



Successful Innovation

Understanding Innovation Tournaments

Over the last 12 months, CEDEP has observed increased interest amongst our members on how to successfully manage innovation

This event introduces Innovation Tournaments, why they support successful innovation strategies and how they generate high Return-On-Investment.

This event highlights 'Innovation-In-Action', a proven tournament format that takes participants through a structured learning and mentoring process; nurturing embryonic ideas into the investment-worthy, compelling propositions designed to generate significant new future revenues.

This event enables you to understand why Innovation Tournaments help

- Identify and develop ideas that generate significant new **revenue**
- Develop a wide **portfolio** and **pipeline** of new investment propositions
- Foster a pro-active innovation **culture** and embed a 'can do' attitude toward innovation
- Build and expand a **reputation** for innovation

This event provides you with the ideal opportunity to

Meet face-to-face with individuals who have implemented successful innovation programmes

Network with CEDEP members and peers facing similar challenges

Discover why Innovation Tournaments work

Learn how to build the business case, set up and implement an Innovation Tournament

Discuss your specific innovation issues with leading academics and professionals

CLICK To understand the benefits tournaments offer

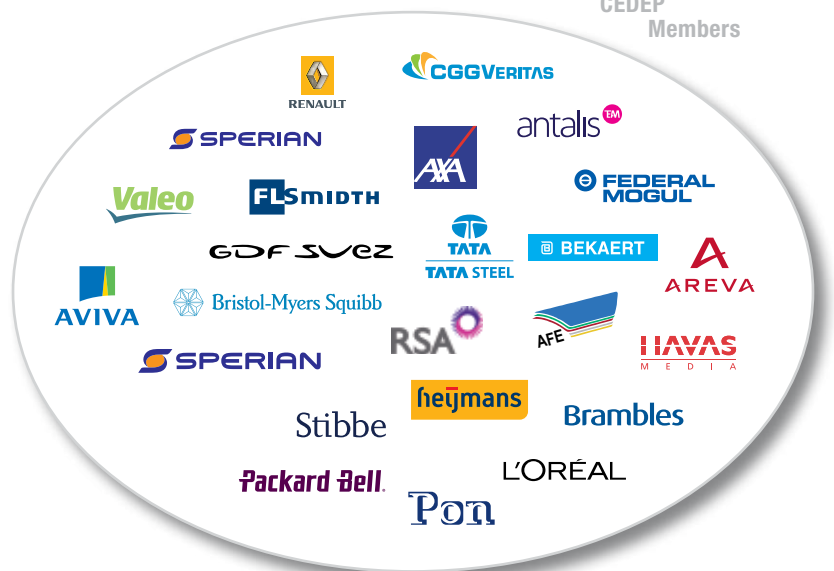
What others are saying:

“the day proved extremely worthwhile in demonstrating what was possible and providing me with ammunition to go back to my board to argue the case”

“I liked the approach of this programme, very practical, simple to understand, straightforward to implement and low risk”

CLICK

CEDEP Members





Managing Innovation

Successfully implement an Innovation Tournament

Conference & Round Table

FONTAINEBLEAU

TUESDAY 27TH APRIL 2010



Professor Jens F. Meyer

Adjunct Professor at INSEAD

Deputy Dean of CEDEP

University of Applied Science of Worms (Germany).

Jens' research, teaching and consulting activities centre around helping businesses understand the challenges to successfully managing and deploying innovative new media and technologies.



Professor David Midgley

Professor of Marketing, INSEAD.

David's principal areas of research focus on mapping our current understanding of innovation.

In his recent book *The Innovation Handbook* (John Wiley, February 2009) David explains the challenges and barriers to innovation and proposes a methodical way to developing a successful innovation strategy.



Cambiio

The Cambiio team comprises of experienced professionals who have been successfully developing innovation strategies for a wide range of organisations around the world for more than 50 years.

Case Study



QinetiQ's highly successful Innovation-In-Action programme will be used during the conference to illustrate and highlight how a well run Innovation Tournament can deliver significant results

08.30 Registration and coffee

08.45 Welcome and introduction

Jens Meyer, Deputy Director, CEDEP

09.00 How to manage innovation

Professor David Midgley, INSEAD

The barriers to innovation

10.15 Morning coffee

10.30 The barriers to innovation round table (feedback)

Why a tournament? (what's its role?)

Setting up the tournament (back office)

12.45 Lunch

13.45 Launching the tournament (idea acceptance)

Running the tournament (knowledge transfer)

15.00 Afternoon tea

15.30 Judging the tournament (backing the idea)

Supporting the tournament (logistics)

Leveraging the tournament (Innovation office)

17.45 Summary and final questions

18.00 Conference Close

CLICK

FOR FULL AGENDA AND LIST OF SPEAKERS

Who should attend?

Companies not meeting their innovation objectives

Senior managers looking to better understand how to effectively manage innovation

Business Unit Managers looking to implement a proven turnkey programme that delivers quick results

Human Resource departments who want to make training more cost effective and 'sticky'

Individuals responsible for managing an effective Innovation Tournament in their organisation



Successful Innovation

Meet practioners facing similar challenges

CONFERENCE & ROUND TABLE

TUESDAY 27TH APRIL 2010

VENUE: CEDEP

BOULEVARD DE CONSTANCE
77305, FONTAINEBLEAU
CEDEX, FRANCE

CONFERENCE FEES €950

EARLY BIRD SPECIAL:

CONFIRM YOUR BOOKING BY 5TH
MARCH AND BRING A SECOND
COLLEAGUE ALONG FREE

ACCOMMODATION

AVAILABLE FOR 26TH APRIL
PRICE INCLUDING DINNER €165

JOINING INSTRUCTIONS

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FOR MORE INFORMATION PLEASE CONTACT:

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Your challenge

To ensure the faculty and presentation team address your needs,
please outline 3 issues you would like addressed

[SUBMIT](#)

Question

Question

Question

Registration Form

TITLE	
FORENAME (S)	SURNAME
POSITION	COMPANY
TELEPHONE	FAX
EMAIL	
ADDRESS	

Accommodation €165 Including dinner

REQUIRE DON'T REQUIRE

Authorisation This registration form is invalid without a signature

Signatory must be authorised to sign on behalf of contracting organisation

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