

Innovation Masterclasses

2010

ONE DAY MASTERCLASSES

* Denotes price for members of Pure Insight's Innovation Leader Programme

20th January | Reading, UK

Identifying Customer's Hidden Needs

*New Approaches to Understanding
Opportunities for Growth*
With Prof. Keith Goffin, UK

Keith's Workshop will deliver both new and proven tools for understanding how customers think and the issues they face with your and your competitors' products.

£595 / £420*

11th March | Cambridge, UK

Managing Technology for Future Value and Growth

*Build a Customer Focused Technology
Strategy that Guides Innovation and Growth*
With Dr Peter Allen, UK

Peter's Workshop will focus on making the right sell/invest decisions where the future of a business (or business unit) are highly dependent on IP or technology evolution.

£595 / £420*

13th July | Cambridge, UK

Managing Innovation Partnerships and Alliances

*Proven Tools and Methods for Ensuring
Partnership Success*
With Prof. Ben Gomes-Casseres, USA

Delivered by the co-author of *Mastering Alliance Strategy*, this workshop will cover how to structure innovation and collaborative development partnerships, covering the breadth of co-development options through to alternate types of alliances.

£595 / £420*

14th September | Cambridge, UK

Defining the Front End of the Innovation Process

*Tools and Best Practices for Identifying New
High Value Spaces and Opportunities*
With Jeffrey Phillips, USA

This Workshop will draw together a framework of best 'front-end' practices for exploring the whole innovation space and selecting the right tools to maximise returns on innovation programmes.

£595 / £420*

2nd November | Reading, UK

Ideation and Creativity Techniques that Really Work

*Assumption-Breaking Techniques for
Opening Your Team to New Opportunities*
With To Be Announced in Jan 2010

This workshop will look at managed processes for generating new insights from divergent thought and techniques for then applying them in the specific context of generating new concepts.

£595 / £420*

2nd December | Amsterdam, NL

Defining a Core Set of R&D Metrics

*How to Measure the Performance of Your
Innovation Portfolios*
With To Be Announced in Jan 2010

The companies that get the highest returns from innovation use metrics well. This workshop will define which metrics are best employed to assess the strength of an innovation portfolio.

£595 / £420*

TWO DAY MASTERCLASSES

10th - 11th May | Amsterdam, NL

Fostering Innovation in Today's Global Economy

*Using Roadmaps and Modified NPD Reviews to Successfully
Develop New Products and Services*
With Dr Jay Paap, USA

A provocative two day executive workshop led by Dr. Jay Paap focusing on growing and competing through the identification, development and launch of innovative new products and services. Going beyond the theoretical and presenting proven frameworks and drawing on his 40 years of what works when looking to promote and foster better innovation.

£1,500 / £1,050*

6th - 7th October | Cambridge, UK

Maximising Return on Your R&D Investment

*Integrating Customer Value in Your Product Development and
Portfolio Management Process*
With Sheila Mello, USA

A two day executive workshop led by Sheila Mello. The workshop will focus on how attendees can help maximise the return on its R&D budget by understanding what companies, in their market, value. It will cover how and where to effectively use both qualitative and quantitative data to optimise bottom line growth.

£1,500 / £1,050*



Designed to make a positive impact on your business success

“The Technology Scouting Masterclass matched my needs and expectations really well and is very relevant to what I am doing now”

Delegate from Technology Scouting Masterclass
Samsung

Led by recognised experts, Pure Insight’s Innovation Masterclass workshops provide delegates with industry proven strategies, processes and practical tools. As deep-dive and topic specific events, they take each participant through the steps required to design and implement key Innovation Management practices.

Delivered in convenient 1 or 2 day formats, we’ve taught delegates from over 600 individual companies since launching the format in 2006. Often leaders in their field, these include Cadbury, Adidas, Volvo, Marks and Spencer, Heinz, Infineum, Procter & Gamble, Philips and Sara Lee to name just a few.

In 2010 we will hold 8 Masterclass events.

“Would highly recommend this to innovators, inventors, strategists, suppliers and producers alike. The quality of the speakers was superb”

Delegate from Managing IP in Open Innovation
Procter & Gamble

SPEAKERS FOR 2010 INCLUDE:



Dr. Jay Paap
President Paap Associates (USA)



Dr. Peter Allen
Managing Director nuAngle Ltd (UK)



Prof. Keith Goffin
Cranfield School of Management (UK)



Sheila Mello
Managing Partner PDC, Inc. (USA)



If you would like information on any of the Masterclasses Pure Insight will run in 2010, please contact our Head of Events, Xanthe Hay on:

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