

PROGRAMME OVERVIEW 2010

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*

6th - 7th October | Cambridge, UK

Customer Driven Innovation

Generating Best Value from Your R&D Spending

With Sheila Mello, USA

The workshop will focus on how attendees can help maximise the return on its R&D budget by understanding what customers 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*

2nd November | Cranfield, UK

Ideation and Creativity Techniques that Really Work

Assumption-Breaking Techniques for Opening Your Team to New Opportunities

With Paul Sloane, UK

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*

1st - 2nd December | Amsterdam, Netherlands

Defining a Core Set of R&D Metrics

How to Measure the Performance of Your Innovation Portfolios

With Wayne Mackey, USA

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.

£1,500 / £1,050*

NEW!

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



“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

“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



DESIGNED TO MAKE A POSITIVE IMPACT ON YOUR BUSINESS SUCCESS

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.

SPEAKERS FOR 2010 INCLUDE:



Sheila Mello, USA
Managing Partner
PDC, Inc.



Prof. Ben Gomes-Casseres, USA
Brandeis International
Business School



Paul Sloane, UK
Destination-
innovation.com



Jeffrey Phillips, USA
OVO Innovation

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:

+44 (0)1325 345 810 or at xanthe.hay@pure-insight.com