

ACHIEVING CONSTANT CREATIVITY AND INNOVATION

Maximising the productivity and increasing the revenue generated by the innovation process

28 & 29 June 2005, Hilton Brussels

A senior-level, strategic event with leading speakers including:

Dr Denise Rutherford	<i>Managing Director</i>	3M BELGIUM
Paul Iacobucci	<i>Global Team Leader - New Business Development</i>	AKZO NOBEL POLYMER CHEMICALS
Dr Horst Wenck	<i>Corporate Vice President Research</i>	BEIERSDORF
Ian Livingstone	<i>Creative Director</i>	EIDOS
Luc Govaerts	<i>Global Technology Manager Cycology* / Lexan* Specialty Polymers</i>	GE ADVANCED MATERIALS
Tom Henriksson	<i>Head of Business Incubation</i>	NOKIA VENTURES ORGANISATION
Dr Fred van Ommen	<i>Senior Vice President Innovation Excellence</i>	PHILIPS ELECTRONICS
Brian Gibbs	<i>Director</i>	PRTM
David Percival	<i>European Lead Director, Innovation Practice</i>	PRTM
Ric Parker	<i>Director Research & Technology</i>	ROLLS-ROYCE GROUP
Steve Miller	<i>Global Director of Innovation</i>	SABMILLER
Graham Conlon	<i>Head of Product Lifecycle Management</i>	SAP
Thomas Ohnemus	<i>Director Solution Marketing PLM / NPDI</i>	SAP
Joy Marcus	<i>Senior Vice President Insights and Innovation, Global Marketing Group</i>	TIME WARNER
Sarah Lloyd Jones	<i>Innovation Champion</i>	UNILEVER EUROPE FOODS

Attend this highly interactive event to learn from best practice case studies on how:

- Philips Electronics increases productivity through end-user centric innovation
- Unilever Europe Foods ensures the creative flow by establishing optimum conditions for innovation
- Akzo Nobel Polymer Chemicals utilises effective portfolio management to allocate scarce resources
- Rolls-Royce Group drives innovation through external partnerships
- 3M Belgium applies six sigma to innovation to maximise productivity
- Eidos explores the secrets to generating breakthrough products

Strategic Partners



Organised by



Media Partners

ACHIEVING CONSTANT CREATIVITY AND INNOVATION

DAY ONE: TUESDAY, 28 JUNE 2005

08:30 Registration and welcome coffee

09:00 Opening remarks from the chair and E.N.G.
Graham Conlon - Head of Product Lifecycle Management
SAP

STRATEGIC PARTNER SESSION

09:15 ACHIEVING NON-STOP CREATIVITY AND INNOVATION

- Increasing the productivity and revenue generated by the innovation process
- The Next Generation of Innovation Productivity
- The 10 Levers of Innovation Productivity (as demonstrated in the following sessions)
- A comprehensive framework for Innovation Productivity

David Percival - European Lead Director, Innovation Practice
PRTM

CASE STUDY

10:00 CONDITIONS FOR CREATIVE FLOW...

A FEW THOUGHTS

- Providing physical facilities that are conducive to the exchange of ideas and creative thinking
- Using creativity techniques such as brainstorming, verbal checklists, stealing and trawling and storyboarding to stimulate product development
- Adopting approaches to creativity that focus on exploration and problem-solving and that allow employees to spend time productively on ideas
- Stimulating innovators to go beyond the established boundaries and generate breakthrough product concepts

Sarah Lloyd Jones - Innovation Champion

UNILEVER EUROPE FOODS

10:45 Networking coffee break

CASE STUDY

11:15 INCREASING PRODUCTIVITY IN INNOVATION THROUGH EXTERNAL PARTNERSHIP

- Aligning with 3rd party collaborators to drive innovation forward and increase productivity
- Finding out how external technology providers can enhance the intellectual capital that is available as well as increase the pool of knowledge resources
- Discussing how collaborative partnerships enable corporations to focus on core competency development
- Balancing needs for IPR protection with the requirements of technology providers to have separate routes to publish and exploit

Ric Parker - Director Research and Technology

ROLLS-ROYCE GROUP

CASE STUDY

12:00 CUSTOMER INVOLVEMENT IN THE INNOVATION PROCESS

- Innovation in the consumer goods industry
- Mitigating commercial risk in innovation through customer involvement
- The relevance of profound market know-how for technology development and product design
- How to translate novel technology into attractive consumer concepts
- Test market trials: opportunities and challenges

Dr Horst Wenck - Corporate Vice President Research

BEIERSDORF

12:45 Lunch

CASE STUDY

14:00 TIME WARNER ADLAB: AN INNOVATION CASE STUDY IN DEVELOPMENT

- Accelerating information exchange, problem solving and idea creation around emerging advertising models
- Creating innovation through dialogue with the customer: Time Warner AdLab Influencer Series and Time Warner Consumer Insights Forum
- Applying innovation: bringing Time Warner AdLab ideas to life in the short, medium and long term
- Measuring innovation and the success of Time Warner AdLab

Joy Marcus - Senior Vice President Insights and Innovation,
Global Marketing Group - TIME WARNER

CASE STUDY

14:45 INCREASING PRODUCTIVITY THROUGH END-USER DRIVEN INNOVATION

- Maximising customer-driven innovation by applying technologies to make things simple; creating solutions that are designed around the end-user
- Utilising end-user centric criteria to focus more on creating devices that are more intuitive and that work seamlessly together
- Creating more flexible organisations which involve and engage all stakeholders in the innovation process in alliances and partnerships
- Increasing the speed of innovation to meet the more rapidly changing demand by enabling stakeholders to participate in the innovation chain

Dr Fred van Ommen - Senior Vice President Innovation

Excellence - PHILIPS ELECTRONICS

15:30 Networking coffee break

CASE STUDY

16:00 APPLYING SIX SIGMA TO INNOVATION TO MAXIMISE PRODUCTIVITY

- How Six Sigma can optimise chances of successful product development through ensuring that facts and analytic data validate the tools, and that tasks and deliverables are met rather than relying solely on check sheets and gut decisions
- Utilising Six Sigma to the portfolio-planning process in order to reduce the risk that products in the pipeline for commercialisation are not terminated or recycled prematurely

Dr Denise Rutherford - Managing Director - 3M BELGIUM

16:45 Closing remarks from the chair

17:00 MEET THE EXPERTS & NETWORKING RECEPTION

To increase the networking opportunities at this event, E.N.G. offers you the chance to meet with our speakers and other delegates. During this final session of the day, you are invited to join our speakers at their tables and discuss further details, clarify questions and exchange ideas. Amongst others you will have the opportunity to meet with experts from **BEIERSDORF, PHILIPS ELECTRONICS, ROLLS-ROYCE GROUP, TIME WARNER** and **UNILEVER EUROPE FOODS**.

ACHIEVING CONSTANT CREATIVITY AND INNOVATION

DAY TWO: WEDNESDAY, 29 JUNE 2005

08:30 Registration and welcome coffee

08:45 Opening remarks from the chair and E.N.G.
Brian Gibbs - Director - PRTM

CASE STUDY

09:00 UNDERSTANDING THE SECRET TO GENERATING BREAKTHROUGH PRODUCTS

- Where do the breakthrough products come from?
- Utilising developments in technology as the springboard for new product ideas
- Exploring the potential of concepts that have been adopted in other industry sectors and adapting and applying them to your own sector
- Understanding that utilising customer feedback for new product ideas leads to step-by-step innovation
- How to exceed customer expectations by using "out-of-the-box" thinking to identify unperceived customer needs

Ian Livingstone - Creative Director - EIDOS

STRATEGIC PARTNER SESSION

09:45 INCREASING BUSINESS VALUE THROUGH MANAGING THE INNOVATION PROCESS

- Maintaining a competitive edge through process and product innovation
- Handling your product innovation process more effectively than your competitor
- Managing the New Product Development and Introduction (NPDI) process; renewing a company's profitability by seeing and seizing business opportunity with product innovation that drives all future value
- Bringing more innovative products to market in shorter time and with higher quality

Thomas Ohnemus - Director Solution Marketing PLM / NPDI SAP

10:30 Networking coffee break

CASE STUDY

11:00 INNOVATING HIGH PERFORMANCE MATERIALS AS GROWTH ENGINE

- Developing new and differentiated technology to maintain competitive edge
- Realising the need for speedy product development in a global economy
- Understanding your markets and customers in order to create customer value

Luc Govaerts - Global Technology Manager Cycology* / Lexan* Specialty Polymers - GE ADVANCED MATERIALS

CASE STUDY

11:45 LINKING RESOURCE ALLOCATION TO PROACTIVE PORTFOLIO MANAGEMENT

- Utilising effective portfolio management techniques to properly and efficiently allocate scarce resources
- Making certain that the limited resources available are not stretched to accommodate too many projects at any one time
- Ensuring that sufficient resources are available for the projects with the greatest potential
- Determining which projects have the greatest potential: why the project which may look the least promising initially could be the greatest breakthrough of all

Paul Iacobucci - Global Team Leader - New Business Development - AKZO NOBEL POLYMER CHEMICALS

12:30 Lunch

WORKSHOP SESSION

13:45 TOOLS FOR EFFECTIVE INNOVATION MANAGEMENT

This session includes interactive teamwork related to the topic

- Stimulating company-wide innovation
- Finding tools for identifying the most promising opportunities
- Selecting the right mode for renewal
- Managing the innovation process effectively

Tom Henriksson - Head of Business Incubation

NOKIA VENTURES ORGANISATION

15:15 Networking coffee break

CASE STUDY

15:45 CREATING BREAKTHROUGH PRODUCTS FOR THE ALCOHOL INDUSTRY

- Ignoring the tyranny of the consumer
- Looking outside for inspiration
- Turning adversity into opportunity
- Perspiration and inspiration

Steve Miller - Global Director of Innovation - SABMILLER

16:30 Closing remarks from the chair and E.N.G.

Close of the conference

THANK YOU!

E.N.G. would like to thank all those executives who assisted with the research and preparation for this event, particularly the speakers, associations and sponsors who are supporting the event through their participation. For further information on E.N.G., please refer to our website www.eng-nl.com

PRTM

PRTM (www.prtm.com) works closely with leading companies worldwide to achieve breakthrough business results - fast. Since 1976, we've delivered measurable value to our clients, earning one of the highest levels of repeat business in the management consulting industry. PRTM is a recognised thought leader in the field of innovation management. PRTM's PACE[®] methodology is one of the world's leading innovation and development approaches, utilised by hundreds of companies worldwide to help drive innovation productivity.

SAP

Founded in 1972, SAP (www.sap.com) has a rich history of innovation and growth that has made the company a true industry leader, providing high-level customer support and services. SAP has leveraged its extensive experience to deliver mySAP Business Suite, the definitive family of business solutions for today's economy. mySAP Business Suite allows employees, customers, and business partners to work together successfully -- anywhere. anytime