

AGENDA AT A GLANCE

Pre-Conference Workshop: Tuesday, May 8, 2007

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| PM Workshop: 1:00 – 4:00 |
| A. All You Ever Wanted to Know About the Front End of Innovation (FEI) – A Practical Primer Workshop for New Practitioners & Managers of Innovation |
| Geoff Waite, Simon Karger, & Dan Edwards – SAGENTIA INC. |

Pre-Conference Workshop: Wednesday, May 9, 2007

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| AM Workshops: 9:00 – 12:00 | |
| B. Going Beyond Product Innovation: Increasing Innovation ROI through Business Model & Operational Innovation | C. InnovationCUBE™: A Systematic Process for Making Innovation Creation Doable, Repeatable, & Measurable Every Time |
| Mark Deck & Bill Lay – PRM | Bart Huthwaite – THE INSTITUTE FOR LEAN INNOVATION |
| 12:00–1:15 | <i>Luncheon</i> |
| PM Workshops: 1:15 – 4:15 (workshops will include one (1) 15 minute break) | |
| D. Partnering in Innovation Driven by Voice of the Customer | E. Innovating in the Digital Age |
| Sheila Mello & Wayne Mackey – PRODUCT DEVELOPMENT CONSULTING, INC. | Karen Sobel Lojeski, Ph.D. – VIRTUAL DISTANCE INTERNATIONAL, Craig A. A. P. Samuel – HEWLETT-PACKARD SERVICES WORLDWIDE & Dan Rasmus – MICROSOFT |

Pre-Conference Symposium 1: Wednesday, May 9, 2007: A Playbook for Global Innovation

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| 9:00 Morning Opening Remarks & Introduction: Marc H. Meyer – NORTHEASTERN UNIVERSITY & AUTHOR & Gloria Barczak – NORTHEASTERN UNIVERSITY | 11:30 Q&A Roundtable and Lessons Learned |
| Concepts & Methods for the Front End of Innovation in a Global Context | 12:00 <i>Luncheon</i> |
| 9:15 Framework & Simple Example: A Strategic Framework: Adding Value to Global Platforms | Organization & Culture |
| 9:30 Leveraging & Growing Brands Globally: A Strategic View John Helferich – FORMER MARS, INC. | 1:15 Leveraging Systems Solutions Across Global Environments: The One Company Approach Dr. Hugo B. Poza – FORMER RAYTHEON |
| 10:15 <i>Networking Break</i> | 2:00 Freescale Semiconductor's Free Your Mind! (FYM!) Global Innovation Initiative Val M. Arris – FREESCALE SEMICONDUCTOR, INC |
| 10:30 Framework & Simple Example: User Centered Design, Here and Abroad | 2:45 <i>Networking Break</i> |
| 10:45 Global Brands & Regional Design – A User Centered Process for Defining Global Hard Points and Regional Soft Points of the Customer Experience Harry West – NORTHEASTERN UNIVERSITY | 3:00 Managing Globally Dispersed Innovation Teams Gloria Barczak – NORTHEASTERN UNIVERSITY |
| | 3:45 Q&A Roundtable and Lessons Learned |
| | 4:15 <i>Symposium Adjourns</i> |

Pre-Conference Symposium 2: Wednesday, May 9, 2007: Realizing the Potential of Ideas and their Possibilities

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| 9:00 Chairman's Opening Remarks & Introduction: An Adventure in Flowing With the Forces of Innovation Todd Siler, Ph.D. – Author | 2:00 Shaping & Harnessing Your Innovation Process: The Interplay Between Perception & Reality Joe Dellaria – 3M PHARMACEUTICALS |
| 9:30 How Do You Realize Human Potential in Your Organization? | 2:45 <i>Networking Break</i> |
| 10:30 <i>Networking Break</i> | 3:00 How to Leverage Our 27,000 Associates to Generate New Product Ideas Tod Pepin – HANNAFORD BROS. CO. |
| 10:45 "Unpacking": Explaining, Analyzing, & Interpreting the Symbolic Models | 3:45 Wrap Up & Report: Todd Siler, Ph.D. – Author |
| 11:30 Group Reflection Exercise | 4:15 <i>Symposium Adjourns</i> |
| 12:00 <i>Luncheon</i> | |
| 1:15 Ideation & Concept Development: Perpetuating the Fallacy of Fun Letesa Isler – HILL'S PET NUTRITION | |
| 4:30 Kickoff Keynote: The Best Way to Predict the Future is to Create it Yourself! Peter H. Diamandis, MD – X-PRIZE FOUNDATION, ZERO GRAVITY, & ROCKET RACING | |
| 5:30 Networking in the Expo Hall | |

Main Conference Day One: Thursday, May 10, 2007

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| 7:00 <i>Registration & Morning Coffee</i> "Breakfast of Champions" with BusinessWeek's Champions of Innovation* (*See brochure details for more information on how you can qualify to attend the "Breakfast of Champions") | 8:30 KEYNOTE PRESENTATION Innovating Service Gary Loveman – HARRAH'S ENTERTAINMENT INC. |
| 7:45 PDMA Introduction & Word of Welcome: Dale McIntyre – PDMA Chairman's Opening Remarks: Peter Koen – STEVENS INSTITUTE OF TECHNOLOGY | 9:30 BUSINESSWEEK'S CHAMPIONS OF INNOVATION FORUM – PART 1 What is Top of Mind? Moderator: Bruce Nussbaum – BUSINESSWEEK'S INNOVATION & DESIGN COVERAGE Innovation Champions: Lara Lee – HARLEY-DAVIDSON, Amy Radin – CITIGROUP, Dondeena G. Bradley, Ph.D. – MCNEIL NUTRITIONALS & Sam Lucente – HEWLETT-PACKARD |
| GENERAL SESSION | 10:45 <i>Networking Break ~ Located in the Expo Hall</i> |
| 8:00 Best Practices in the Front End: An Evidence Based Approach Peter Koen – STEVENS INSTITUTE OF TECHNOLOGY | |

CONCURRENT TRACKS

| | TRACK A: Innovation Strategy Track Chairs: Christina Hepner Brodie – PRM & Andrew Kugler – Welch Allyn | TRACK B: Design Thinking Track Chair: Peter Lawrence – The Corporate Design Foundation | TRACK C: Service Innovation in the Front End Track Chair: Jeneanne Rae - Peer Insight LLC & BusinessWeek On-line Columnist | TRACK D: Managing the Discovery Portfolio Track Chairs: Rita Pilate – Johnson & Johnson, Consumer & Jeff Stirrat – Ethicon |
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| 11:30 | KEYNOTE Making Innovation Work: How to Manage, Measure, & Profit From the Front End Investment Rob Shelton - Author | KEYNOTE A Holistic View of Corporate Design & Innovation Culture Bill Buxton – MICROSOFT RESEARCH | Connecting Capabilities to Innovate in Services Alexis P. Goncalves – CITIGROUP GLOBAL CONSUMER GROUP | Opportunity Discovery at Fortune Brands David Hagopian – FORTUNE BRANDS & Geoff Waite – SAGENTIA INC. |
| 12:15 | <i>Luncheon – With a Special Presentation by Penny McIntyre – Coca-Cola on "The Critical Role of Voice of the Customer at Coke" - Dessert will be served in the Expo Hall from 1:15pm – 1:30pm</i> | | | |
| 1:30 | Strategy Development: Accelerating Innovation Development with Confidence Charles Stunson – SPRINT NEXTEL | Implementing Corporate Innovation Strategy through Design Alistair Hamilton – SYMBOL TECHNOLOGIES | Innovating from the Inside: How to Build Your Own Innovation Tiger Teams George Mudie – BRITISH SKY BROADCASTING LTD | KEYNOTE Setting the Stage for Identifying the Next Generation CPG Platform Eric W. Meyer – SUNNY DELIGHT BEVERAGES COMPANY |
| 2:15 | Developing a Breakthrough Innovation Capability Michael Giersch – IBM & Gina Colarelli O'Connor – RENSSELAER POLYTECHNIC INSTITUTE | PANEL DISCUSSION Innovation through Customer Centered Design Led by: Bruce Nussbaum – BUSINESSWEEK With: Clive Roux – PHILIPS DESIGN & Sam Lucente – HEWLETT-PACKARD | KEYNOTE From Transactions to Brands Mike Jannini – MARRIOTT INTERNATIONAL, INC. | The Biggest NPD Blunders of the 20th Century: How to Avoid Making the Top 10 List in the 21st Century Kelly L. Frey, MS, JD – BAKER DONELSON BEARMAN CALDWELL & BERKOWITZ, PC |
| 3:00 | <i>Networking Break</i> | | | |
| GENERAL SESSION | | | | |
| 3:30 | KEYNOTE PRESENTATION Growth as a Process at GE Daniel Henson – GENERAL ELECTRIC | | ACADEMIC FORUM: Developing New Breakthrough Business Models Strategy as Creating the Future Vijay Govindarajan – DARTMOUTH COLLEGE & AUTHOR | |
| 4:15 | KEYNOTE PRESENTATION Design, Innovation & Value Creation David Swift & Charles Jones – WHIRLPOOL NORTH AMERICA | | On the Roots of Dynamic Capabilities Michael L. Tushman – HARVARD BUSINESS SCHOOL & AUTHOR | |
| | | | End of Main Day One <i>Networking in the Expo Hall to begin promptly at 6:00 pm</i> | |

Main Conference Day Two: Friday, May 11, 2007

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| 7:15 <i>Morning Coffee</i> | 9:15 BUSINESSWEEK'S CHAMPIONS OF INNOVATION FORUM – PART 2 What is Top of Mind? (Continued) Moderator: Jessie Scanlon - BUSINESSWEEK ONLINE, INNOVATION & DESIGN COVERAGE Innovation Champions: Carol Pletcher – CARGILL, Stephanie Barry – WD-40, Marissa Mayer – GOOGLE & Cheryl Perkins – KIMBERLY-CLARK CORPORATION |
| 8:00 Chairman's Opening Remarks: Peter Koen, <i>Associate Professor</i> – STEVENS INSTITUTE OF TECHNOLOGY | |
| GENERAL SESSION | |
| 8:15 KEYNOTE PRESENTATION Sustaining "Genuine Ingenuity": Building Innovation into Product & Strategy Development in a Mature Business Dustan E. McCoy – BRUNSWICK CORPORATION | 10:30 <i>Networking Break ~ Located in the Expo Hall</i> |

CONCURRENT TRACKS

| | TRACK A: Leadership & Culture Track Chairs: Brenda Arnold – The Valvoline Company & Karen Ann Lojeski – Virtual Distance International | TRACK B: Partnering for Innovation Track Chairs: Rebecca Seibert – Chemtura & Scott Boyce – Rohm and Haas | TRACK C: Innovation Rebels: Learning From Non-Fortune 500's Track Chair: David Kingsbury – Radar Communications | TRACK D: Tools, Trends & Advancements Track Chairs: Mary Elynn Vicksta – Kimberly-Clark Corporation & Lorette Pruden – Inventive Strategies |
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| 11:15 | KEYNOTE Driving Sustained Innovation with Process, Culture & Discipline Bradley J. Rogers – BANK OF AMERICA | Innovate Anywhere, Deploy Everywhere Najib Abusalbi – SCHLUMBERGER | KEYNOTE Oakley Innovation: Breaking All the Rules & Winning Bill Malloy – OAKLEY, ELECTRONICS | What Gets Measured Gets Innovated* Mark Turrell – IMAGINATIK *This is a Sponsored Session |
| 12:00 | Project B.I.G. – Building a Customer Centric, Breakthrough Innovation Culture & Capability John B. Lynch – MILLIPORE CORPORATION | KEYNOTE Partnering for Innovation at Kodak Bill Lloyd – EASTMAN KODAK | Engineering a Better Club – PING's Path to Increased Innovation Daniel R. Shoenhair – PING, INC. | Leveraging the Internet to Drive Innovation-Focused Market Research Chris Sensibaugh - NESTLE & Brendan Light – BUZZBACK MARKET RESEARCH |
| 12:45 | <i>Luncheon - Dessert will be served in the Expo Hall from 1:45pm – 2:00pm</i> | | | |
| 2:00 | Improving Innovation Effectiveness through Entrepreneurial Boot Camps PETIT Guido – ALCATEL-LUCENT | Orbiting the Giant Hairball (And Living to Tell About It) Gaylon White - EASTMAN CHEMICAL COMPANY | Sponsored Session This session is being led by HOTSPEX | KEYNOTE The Wisdom of Crowds in the Front End Doug Burcicki - YAZAKI NORTH AMERICA, INC. |
| 2:45 | Building Innovation Processes Globally Marcus Burr – YUM RESTAURANTS INTERNATIONAL & Joe Gammal - SYNECTICS | Confidential Open Innovation – Case Example from Surgical Procedure Innovation Gary B. McAllister – DEPUY MITEK, INC. & Jeff Hovis – PRODUCT GENESIS | Fostering Innovation in Small Businesses: The Role of Government Dorothy Timmons - ENTERPRISE IRELAND | Using Enterprise Strategic Decision Management as a "Tool" to Drive Innovation Gary DeGregorio – MOTOROLA, INC. |
| 3:30 | <i>Networking Break</i> | | | |
| GENERAL SESSION | | | | |
| 4:00 OPEN INNOVATION FORUM KEYNOTE PRESENTATION – PART 1 Open Business Models: How to Thrive in the New Innovation Landscape Henry Chesbrough – UNIVERSITY OF CALIFORNIA, BERKELEY & AUTHOR | | | PANEL DISCUSSION – PART 2 Open Innovation: A Leader's View on the Challenges & Benefits of Driving Change in Industrial R&D Moderator: Stephen Socolof - NEW VENTURE PARTNERS LLC Participants: Todd Abraham – KRAFT, David Yaun – IBM | |
| | | | 5:15 <i>Conference Adjourns</i> | |