

innovation pioneers 
PRESENTS

INNOVATION IN ACTION 2014

18–19 NOVEMBER

Elite Marina Tower, Stockholm

REGISTER NOW

KNOWLEDGE EXPERIENCED

Innovation in Action delivers the methods, tools and networking essential for driving innovation at today's top firms. The two-day action-oriented and workshop based symposium, now in its 5th year, challenges assumptions and mindsets, creating outstanding outcomes that build value for you and your organization.

**REGISTER NOW AT
WWW.INNOVATIONPIONEERS.NET**



WHO'S COMING TO INNOVATION IN ACTION 2014?

Senior innovation leaders and practitioners from the globe's top firms. Don't miss the opportunity to work side-by-side, network, and learn new tools and practices.

Company representatives who've purchased event passes include:



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Information Technology

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IKEM
Innovations- och kemindustrierna i Sverige

THE WORKSHOPS

LEADERSHIP

PRACTITIONERS

SOCIETY

1. VENTURE INC.

Innovation strategies often miss opportunities outside a company's four walls. We explore corporate venturing's critical role in funding start-up ideas and future opportunity.

2. TEAM CENTRICITY

Getting the right team in place to innovate is more important than ever. We focus on assembling and motivating the people required to stay ahead of the competition.

3. MAXIMIZING THE MIDGET (TAMING THE GIANT):

Collaboration between big and small companies holds untapped potential. We unlock the endless opportunity in future collaborations.

4. METRICS SQUARED

The problem with possibilities is they can't be measured. Metrics for the innovation process is essential in making the case. We explore how to develop the numbers.

5. TURNING INSIDE OUT

Using emotions and motivation is emerging as a new area for developing customer insights. We look at the process in developing products from the "Inside/Out."

6. MY TALKING ROBOT

The Internet of Things has moved from possibility to reality. We help you capitalize on the next wave with a hands-on session on prototyping for the Internet of things.

7. EXPERIENCE THE EXPERIENCE

The experience around the product is as important as the product or service itself. We make the future tangible through developing methods for "experience prototyping."

8. GOING MOBILE

Mobility isn't just a strategy for moving business offerings closer to the customer. It's a necessity for the future business strategy. We explore how to create the latest mobile solutions.

9. MEGACITIES

The world's cities are expanding, and with them the crush of people and needs. We investigate new thinking, new product development and new services for the modern city.

10. EXPONENTIAL SCARCITY

In the not too distant future, scarcity will be the new business opportunity. The workshop compels us to think differently about how we innovate for the next generation.

**PARTICIPANTS SELECT
4 OUT OF 10 WORKSHOPS**

PROGRAM

DAY 1 - 18 NOVEMBER

08.30	COFFEE
09:00	GRAND SLAM OPENING
10:00	WORKSHOP ROUND 1
12:30	LUNCH & NETWORKING
14:00	WORKSHOP ROUND 2
15:30	FIKA
15:45	WORKSHOP ROUND 2
17:00	DISCUSSION AND TAKE AWAY
17:30	TRANSPORTATION TO DINNER
18:00	NETWORKING MINGLE
19:00	DINNER
22:00	END

DAY 2 - 19 NOVEMBER

08.30	COFFEE
09:00	OPENING
10:00	WORKSHOP ROUND 3
12:30	LUNCH & NETWORKING
14:00	WORKSHOP ROUND 4
15:30	FIKA
15:45	WORKSHOP ROUND 4
17:00	WRAP UP
17:30	END

DETAILS

PARTICIPATION FEES

EARLY BIRD: 8500 SEK
(Limited Number Available) excl. VAT

NON-MEMBERS: 9500 SEK
excl. VAT

iP MEMBERS: 5500 SEK
excl. VAT

**FOR REGISTRATION VISIT
WWW.INNOVATIONPIONEERS.NET**



LOCATION

Elite Hotel Marina Tower
Saltsjöqvarns kaj 25

For accommodation at Elite Hotel Marina Tower, book through Innovation Pioneers for better prices.

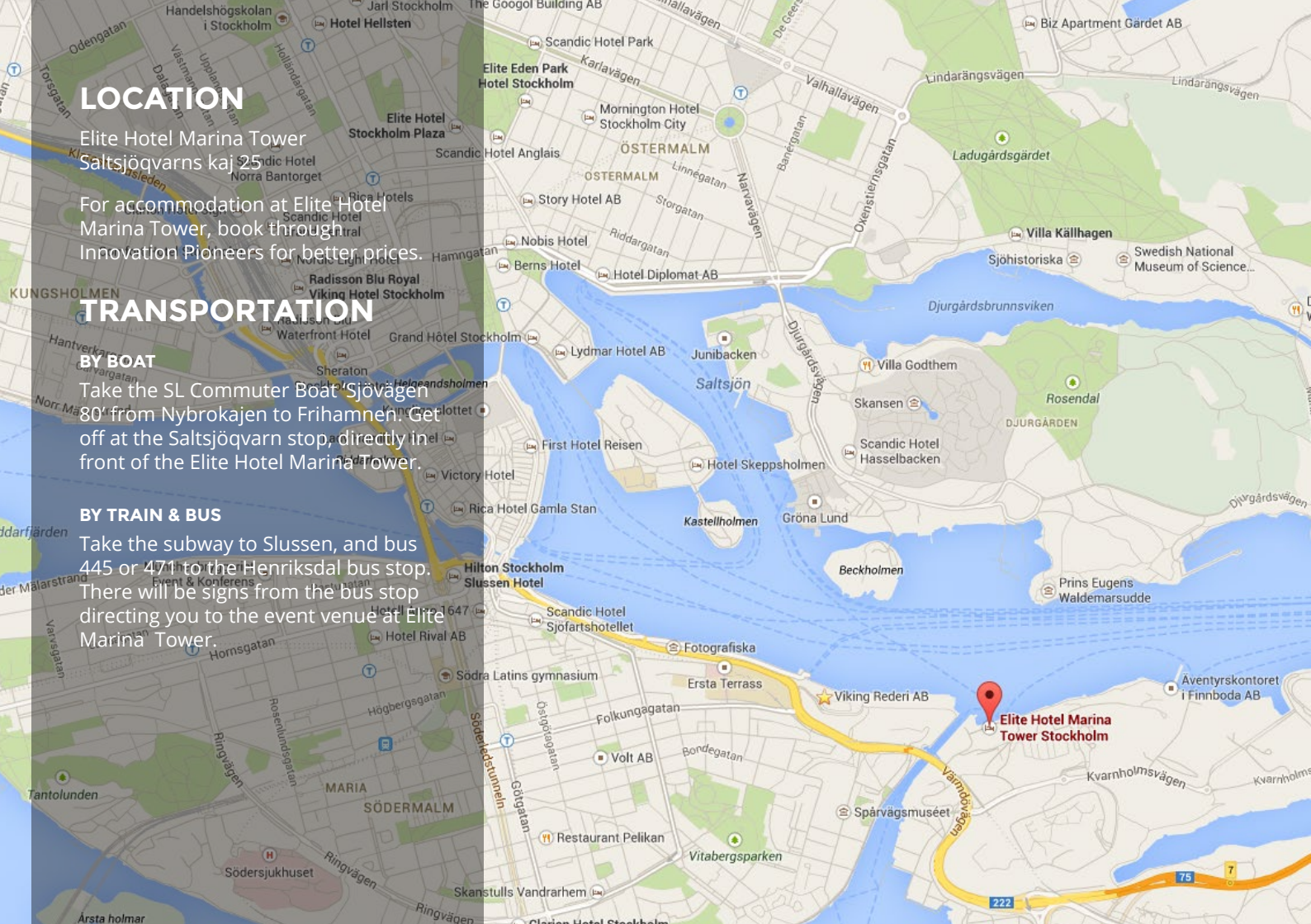
TRANSPORTATION

BY BOAT

Take the SL Commuter Boat "Sjövägen" 80' from Nybrokajen to Frihamnen. Get off at the Saltsjöqvarn stop directly in front of the Elite Hotel Marina Tower.

BY TRAIN & BUS

Take the subway to Slussen, and bus 445 or 471 to the Henriksdal bus stop. There will be signs from the bus stop directing you to the event venue at Elite Marina Tower.



FIND OUT MORE
WWW.INNOVATIONPIONEERS.NET

CONTACT

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HOSTED BY INNOVATION PIONEERS
INITIATING COMPANIES

