

STRATEGY INSTITUTE PRESENTS

Innovation strategies summit

Generating New Product Ideas and Service Offerings

Hear Critical Insights from These Industry Leaders:

Keynote Address:

Kraft

Whirlpool

Spanx

Kimberly-Clark



Dean Schroeder
Co-author
Ideas Are Free

Ron Volpe,
Director,
Customer
Supply Chain

Pamela Rogers,
Director, Global
Customer Excellence
& Innovation

**Laurie Ann
Goldman,**
CEO

Becky Walter,
Director of
Innovation
Design & Testing

+ plus Exclusive Case Studies from:

- ✓ Cargill
- ✓ Philips Design
- ✓ Tea Forte
- ✓ Adobe Systems
- ✓ Whirlpool Corporation
- ✓ Implus Footcare
- ✓ Spanx Inc.
- ✓ Kraft Inc.
- ✓ Kimberly-Clark Corporation

Drive Growth and Improve Your Company's Profits by Learning How To:

- ✓ Source blockbuster product ideas and fill your idea pipeline
- ✓ Harness your company's enormous in-house talent to drive growth and profitability
- ✓ Use market research to generate the consumer insight needed to drive innovation

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innovation

strategies summit

Generating New Product Ideas and Service Offerings

Drive Category Growth and Combat Shrinking Margins... Learn a Step-by-Step Process for Institutionalizing New Idea Generation in Your Organization

Isn't it time you enhanced your organization's ability for innovation and unleashed the growth potential of new and current brands? These challenges are top of mind for all brand managers, innovation officers and business development executives. How can YOU create the processes and systems that institutionalize idea and product innovation in your company? Find out by attending this conference!

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- ✓ Source blockbuster product ideas and fill your idea pipeline
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- ✓ Use market research to generate the consumer insight needed to drive innovation

Develop Blockbuster Ideas and Invest Wisely in New Product and Service Development

Innovation is a major business priority; simply put, companies make more money when they have a clear process that produces a reliable stream of new and innovative products. The Innovation Summit is a comprehensive exploration of how the consumer product and services industry can institutionalize innovation and consistently develop unique, successful, and profitable ideas.

This Conference Will Deliver the Tools and Processes Needed to:

- ✓ Translate winning ideas into profitable product innovations
- ✓ Improve insight teams and consumer driven product creation
- ✓ Manifest product innovations as a core competency
- ✓ Make innovation a brand responsibility
- ✓ Learn new ways of looking at products and services

The Innovation Experts you Need to Hear and Learn From All in One Place!

Learn directly from the people who have used innovation and new ideas to drive growth and profitability. Leading multinational consumer product companies with some of the most recognizable brands in the world will share their proven strategies and address your organization's specific questions.

Stimulate New Ideas and Refine Your Innovation Process Through Interaction With Peers And Experts

If you are involved in brand management, product development, innovation management, strategic planning, or business development, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network with peers and explore new ideas and opportunities with innovation, marketing, and consumer product development experts.

Institutionalizing Innovation and Continuously Generating New Product Ideas Requires A Team Approach

Get your business units working more closely to drive new ideas and get new products to market faster. Send your entire team and develop the alignment you need to improve profitability. Send three team members and the fourth delegate attends free.

Agencies, Consultants, Partners and IT Solution Providers – Demonstrate Your Value to Clients

This is an outstanding opportunity for you to display your leadership in market research, branding, new product development, packaging, design, advertising, and technology to top-tier executives and decision makers. Learn the issues current and potential clients are struggling with, and demonstrate how you can improve their success and maximize profits. Be a part of this exclusive platform and **DEMONSTRATE YOUR COMMITMENT TO YOUR CLIENTS!**

Register Your Entire Team and Send Four For the Price of Three

Ensure all aspects of your organization understand the importance of this new approach to stimulating ideas by sending your entire team to this conference. Take this opportunity to develop a shared vision.

Register Today at 1-866-298-9343 – Space is Limited and Sure to Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly expanding field. Register for our limited spaces by calling **1-866-298-9343** or emailing registrations@strategyinstitute.com today.

Ensure your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event you can display your company as an industry LEADER. Ensure your presence is known – be visible at this premier event! Select sponsorship packages are still available – to learn more contact **Himani Dureja** at **1-866-298-9343** extension 269.

DAY ONE: Wednesday May 10th, 2006

8:00 AM Registration Opens

8:45 AM Opening Remarks from the Chair

Chuck Frey, Founder, INNOVATION TOOLS

Keynote Address

9:00 AM The Idea Organization: Creating Sustainable Excellence from Employee Ideas

Ideas are the engine of progress. Without them, organizations stagnate and decline. Yet most organizations are far more effective at suppressing employee ideas than promoting them.

- Hear enlightening examples from a wide-range of industries
- Learn how managers have achieved exceptional performance through worker ideas

Come away with a road map and practical tool kit for totally integrating ideas and idea management into the way managers work and the way their organizations are structured.

Dean Schroeder,
Co-Author,
"Ideas are Free"



10:00 AM Create an Innovative Operating Model to Enhance Your Company's On-Going Performance by Delivering Innovative Ideas

Whirlpool understands that consistent innovation relies heavily on corporate culture. By creating an operating model that is innovative in itself you can drive creativity within the company.

- Align goals among company stakeholders to facilitate the innovation process
- Develop a plan of execution to increase the amount of innovative ideas produced
- Match innovation capability and mindset
- Move beyond innovative ideas to create an innovative business

Learn the techniques you need to ensure that everyone in the company is working toward the same innovation goals.

Pamela Rogers,
Corporate Director, Global Customer Excellence &
Innovation, WHIRLPOOL CORPORATION



10:45 AM Networking Break

Take a moment to visit our sponsors/supporters and learn how their organizations are contributing to innovation.

Special Interactive Presentation

11:15 AM Know Your Brain™ Game (Interactive Team Innovation Experience)

Join Gerald "Solutionman" Haman as he leads you in a fun and stimulating exercise to facilitate innovative thinking. Experience a game played by over 50,000 innovators at Google, Motorola, and American Express and by innovators in 26 countries.

- Discover how thinking styles impact personal and professional success
- Understand the strengths and weaknesses of your thinking styles
- Learn how to accelerate innovation and manage high performance teams
- Network with diverse thinkers

Leave refreshed and energized with new tools and methods to increase your innovation and creativity.

Gerald "Solutionman" Haman, Founder, SolutionPeople & The Chicago Thinkubator and Adj. Professor of Innovation, NORTHWESTERN UNIVERSITY



12:15 PM Networking Luncheon

Join Conference speakers and your peers for a relaxing luncheon and discuss the ideas presented in the morning sessions.

Case Study

1:45 PM Sing Kumbaya in the Innovation Chamber: How to Get Cross-Functional Buy-in From the Start

The innovation process is best when it is iterative and collaborative.

- Create a cross-functional environment where marketing, product development, sales and logistics work together to move viable ideas swiftly to market
- Weave in advanced qualitative methodologies to identify deep-seated needs, possibilities and opportunities
- Transform a lowly widget into a branded lifestyle experience to raise awareness and create excitement in a low-involvement category.

When AirPlus for Her was developed and launched in 2004, it revitalized a tired category and woke up the competition. Hear how.

John Andrews,
Vice-President of Marketing
IMPLUS FOOTCARE, LLC.



Ellen Karp,
ELLEN KARP RESEARCH + CONSULTING



Case Study

2:30 PM Embed Consumers in Your Product Development Process: How to Develop an Experiential Innovation Strategy

We are confronted more and more with a commoditized world in which our products have been outsourced and we need to find new and better ways of generating value. Learn about the tools and methods that Philips Design has developed to meet these interesting challenges.

- Compete in an outsourced world
- Value creation for the new century
- Unearth unique consumer insights that drive strategic direction and inspire creativity

Learn the tools and methods you need to know to help translate consumer information into the creation process.

Clive Roux
Senior Director, New Business USA
PHILIPS DESIGN



3:15 PM Networking Break

Enjoy a light snack as we head into the final two sessions for the day. Take a minute to pick up some useful literature from our sponsors.

Case Study

3:45 PM The True Measure of a Good Idea: Analyzing New Ideas to Determine Their Merit and Invest Your Innovation Dollars Wisely

What distinguishes an idea from an innovation? In it's 130 years of business, Kimberly-Clark has succeeded in consistently developing truly revolutionary products.

- Measure the quality of an innovative idea
- Determine which new ideas deserve your investment dollars
- How to distinguish between mere invention and innovation

Develop a methodology to consistently identify winning ideas.

Becky Walter
Director of Innovation Design and Testing
KIMBERLY-CLARK CORPORATION



Agenda Continues 

DAY TWO (continued): Thursday May 11th, 2006

3:00 PM Networking Break

Enjoy a light snack as we head into the final two sessions for the day. Take a minute to pick up some useful literature from our sponsors.

Case Study

3:30 PM Innovations in Design: Increase Brand Recognition by Using New and Unique Packaging

This case study will discuss how truly innovative packaging can change how consumers interact with your product. Hear how Tea Forte has redesigned the everyday tea bag into a powerful branding tool.

- What makes packaging good: the impact packaging has on branding
- Considerations and constraints when considering packaging innovations
- How to translate consumer insight into profitable designs that help drive sales

Increase the success of your new consumer product by incorporating the packaging solutions discussed in this session.

Peter Hewitt,
Owner and Founder
TEA FORTE



Case Study

4:15 PM Champion Innovation within the Company to Capitalize on Unlimited Potential and Accelerate the Growth of Your Firm

Cargill has succeeded in advancing innovation across the organization. Hear how this initiative has boosted sales and enabled new product ideas to make the billion dollar multinational organization more agile and profitable.

- How to make the case for innovation to top management
- View innovation as a discipline and get your institution to embrace it
- Convert every employee into an innovator

This session provides the best practices you need to gain support for and successfully implement a corporate innovation strategy.

Carol Pletcher,
Vice-President and Cargill Innovation Officer,
CARGILL



5.00 PM Conference Adjourns

Pre-Conference Workshop

Tuesday, May 9th, 2006

1:00PM to 4:00PM

Develop and Inspire Successful New Products: How to Drive Profit Growth Through Differentiation

Developing new products can be a daunting challenge. The key to success is to start with a creative yet disciplined process that creates meaningful and differentiated new product solutions. Whether you are starting from scratch, or have new technologies or brand assets to leverage, this workshop will provide the processes, tools and case histories to help you create successful new products for your company.

This half-day workshop is designed to provide you with the strategies you need to develop:

- Tools, methods and processes to invigorate growth
- New tools for uncovering hidden consumer needs
- New ways to add value and differentiate your product
- Tips on how to get management support for new ideas
- Approaches for creating a competitive advantage
- Creating new sources of meaningful differentiation
- New product development in a me-too marketing world

At the end of this workshop you will have the insight you need to move your innovation strategies forward. You will gain strategies to integrate the latest tools and methods into your organization and fill your idea pipeline!

About your Workshop Leader:

Robert Kincaide, *Managing Director,* HAZELTON GROUP



Robert Kincaide is a founding partner and managing director of the Hazelton Group, a leading new product and brand equity development firm with offices in U.S.A., Canada, and England.

For over 20 years, Hazelton has provided strategic brand innovation services for Fortune 500 firms in North America, Europe, Latin America and Asia/Pacific.

The firm has created many successful new products and services as well as reinventing existing brands for renewed growth in a variety of consumer and business-to-business categories. The firm covers a variety of industries from financial services to food and beverages to information technology.

Ringling Endorsements from delegates at last year's Innovation Summit:

“Very impressive and very pertinent to the projects in my organization. The information I can take away is fantastic and the networking and sharing of experiences was wonderful!”

“Great information! Great functionality! Interesting journey!”

“Good hands-on deployment!”

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Strategy Institute
10th Floor, 230 Park Avenue
New York City, New York, 10169

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	Fax: 1-866-298-9344
	Mail: The Strategy Institute 10th Floor, 230 Park Avenue New York City, New York, 10169
	E-mail: registrations@strategyinstitute.com

innovation strategies summit

MAY 10TH & MAY 11TH, 2006
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CONFERENCE REGISTRATION FORM

INNOVATION STRATEGIES SUMMIT	WEDNESDAY MAY 10 TH AND THURSDAY MAY 11 TH , 2006													
Delegate name (print name in full) _____ Title _____ Delegate name (print name in full) _____ Title _____ Delegate name (print name in full) _____ Title _____ Company/Firm: _____ Address: _____ City: _____ State: _____ ZIP Code: _____ Country: _____ Telephone: () _____ Fax: () _____ E-mail: _____ Approving Manager: _____ METHOD OF PAYMENT: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX Card Holder's Name: _____ Card Number: _____ Exp Date: _____ Signature: _____ <small>Payment: Please make cheque(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque. REGISTRATION CAN BE FAXED TO (866)298-9343</small> CANCELLATIONS: Cancellations must be received in writing by Wednesday April 26th, 2006. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Conference Pricing</th> <th style="width: 33%;">Early Bird Rate* <i>If you register by March 31st</i></th> <th style="width: 33%;">Regular Rate</th> </tr> </thead> <tbody> <tr> <td>Best-Value Package 2 Day Conference + Workshop</td> <td style="text-align: center;"><input type="checkbox"/> \$1990</td> <td style="text-align: center;"><input type="checkbox"/> \$2090</td> </tr> <tr> <td>Conference ONLY</td> <td style="text-align: center;"><input type="checkbox"/> \$1595</td> <td style="text-align: center;"><input type="checkbox"/> \$1695</td> </tr> <tr> <td>Pre-Conference Workshop ONLY</td> <td style="text-align: center;"><input type="checkbox"/> \$395</td> <td style="text-align: center;"><input type="checkbox"/> \$495</td> </tr> </tbody> </table> <p>REGISTRATION FEE: The registration fee for INNOVATION STRATEGIES is \$1695. This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company check, VISA, MasterCard or American Express. Please make checks payable to the Strategy Institute Inc. and write the registrant's name on the face of the check. **A team discount is available for this conference when members register at the same time – send three delegates and the fourth attends for free. The team discount and any other offer made available cannot be made in combination.</p> <p>CONFERENCE VENUE & ACCOMMODATION: Indian Lakes Resort – Chicago Indian Lakes Resort is the Chicago destination golf resort, spa getaway and conference center ideal for meetings, conferences, retreats or romantic getaways. From the very start you'll see why they are "Chicago's Newest Premier Resort". Indian Lakes Resort is surrounded by lush gardens and two breathtaking golf courses. Their completely renovated hotel guest rooms surround a dramatic six-story atrium lobby and offer comfortable furnishings and exhilarating views.</p> <p>Room Rate: \$129/night Room rate is available until: April 17th, 2006 250 W Schick Road Bloomingdale, Illinois 60108 • (630) 529-0200 Toll Free (800) 334-3417 • Fax (630) 529-9271 • www.indianlakesresort.com</p>		Conference Pricing	Early Bird Rate* <i>If you register by March 31st</i>	Regular Rate	Best-Value Package 2 Day Conference + Workshop	<input type="checkbox"/> \$1990	<input type="checkbox"/> \$2090	Conference ONLY	<input type="checkbox"/> \$1595	<input type="checkbox"/> \$1695	Pre-Conference Workshop ONLY	<input type="checkbox"/> \$395	<input type="checkbox"/> \$495
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