



## EVENTS THIS QUARTER

### MEMBERS UPDATE Q2 2009



**Welcome to the second of our exclusive Innovation Leader Programme quarterly newsletters.**

You are receiving this because you are a member of Pure Insight's Innovation Leader Programme. If you are a new member, you might not be aware that this membership gives you FREE access to:

- Exclusive live events
- Reports and on-demand research, and
- Web and audio forums

EVERYTHING THAT IS OUTLINED IN THIS PUBLICATION IS FREE FOR YOU AND YOUR COLLEAGUES TO ATTEND – BUT NUMBERS ARE LIMITED, **SO DO REGISTER AS SOON AS YOU CAN**, EITHER ONLINE, OR BY TICKING THE EVENTS THAT YOU WANT TO COME ALONG TO AND FAXING THE SHEET BACK TO US.

If you want to know more about your membership, and what it gives you access to, contact [memberservices@pure-insight.com](mailto:memberservices@pure-insight.com) and we will set you up with a personalised run-through.

In this busy quarter, we kick off with the third of this years **Hot Topic Q&A sessions**. That is followed by the first ever **Research into Practice forum** in May, a **Best Practice Visit** to Raytheon on June 16th and, concluding the quarter, our first **Innovation Horizons** event in Nottingham. Further details on all of these are outlined here. They are all designed to allow you to be there and back in a day, so why not choose a session, book it in your diary, and see for yourself how powerful these peer sessions can be?

We are also about to publish the latest of our Inside Track reports – on the subject of Lean Product Development. If you need to find ways of streamlining your processes without causing major disruption, this report provides a number of incremental improvements you can drive through that could make a huge difference to the productivity of your programmes. The next report after Lean, focuses on Open Innovation Intermediaries. **If you've not joined the 100+ people who have already fed into our unique survey studying the effectiveness of the likes of NineSigma, Yet2 etc please do so by visiting:**

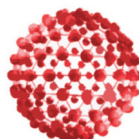
[surveymethods.com/EndUser.aspx?99BDD1CF9EDAC9C3](http://surveymethods.com/EndUser.aspx?99BDD1CF9EDAC9C3)

Best wishes,

**Jane Hogan**  
**Director of Products and Services**  
**Pure Insight**

### EVENT I

#### Research into Practice



Sharing university research into leading practices in innovation

#### WHEN?

WEDNESDAY 20<sup>TH</sup> MAY 2009  
 10AM - 3:30PM (GMT)

#### WHERE?

CENTRAL LONDON,  
 VENUE TBC

#### TOPIC

FINDING AND ACTING ON  
 NEW OPPORTUNITIES IN  
 DIFFICULT TIMES

#### WHO?

DR BETTINA VON STAMM  
 & DAVID OVERTON,  
 INNOVATION LEADERSHIP  
 FORUM

#### HOW?

**PLEASE REGISTER ME**

This event will help attendees **understand the factors that lead to 'discontinuous innovation'** – when a new technology, product, or trend turns a market place upside down, completely displacing the incumbent products and services. The forum draws on insights gathered over the past 3 years through a collaborative project between academia and industry in a number of European countries, primarily Denmark, Germany and the UK.

Learn more and register FREE online at:

[regonline.com/research-into-practice](http://regonline.com/research-into-practice)

**FAXBACK**

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Phone registration to us: +44 (0)1325 329870

**OR FAXBACK TO:** +44 (0)8452 804905

FAO: Jane Hogan or Mark Illman

## EVENT 2

### Best Practice Visit



Quarterly visits hosted by vanguard companies.

THIS VISIT: **Raytheon**

WHEN?

TUESDAY 16<sup>TH</sup> JUNE 2009  
10AM (GMT)

WHERE?

RAYTHEON,  
HARLOW, ESSEX

TOPIC

STAGE-GATE FOR LARGE  
SCALE PROJECTS,  
CUSTOM DEVELOPMENT  
AND PERFORMANCE  
IMPROVEMENT

HOW?

PLEASE REGISTER ME

Raytheon has an eleven stage NPD process, which is collectively owned. Its products are complex and highly customised. At this visit senior team members will cover their rigorous development process, and describe some of the challenges associated with customer-led development - when the only certainty is change.

Learn more and register FREE online at:

[regonline.com/raytheon-visit](http://regonline.com/raytheon-visit)

## EVENT 3

### Innovation Horizons



Global trends and foresight, providing a strategic outlook on future market, social environmental and technology trends

WHEN?

WEDNESDAY 24<sup>TH</sup> JUNE 2009  
10AM - 3:30PM (GMT)

WHERE

NOTTINGHAM SCIENCE PARK

TOPIC

HOW TO DO STRATEGIC  
FORESIGHTING

WHO?

STEFAN LISKE, *Managing Partner,*  
PCH Berlin-Los Angeles GmbH

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RENÉ ROHRBECK, *Head of*  
*Innovation Management Consulting,*  
European Centre for Information

HOW?

PLEASE REGISTER ME

At a time when many innovation teams are encouraged to be risk averse, this event will engage participants in **how best to identify and plan for the inevitable unforeseen challenges and opportunities that exist in 'the road ahead'**. It will focus on how Audi, Nike, BMW and Volkswagen AG have all created significant new value for each others businesses and the different methods they employed to 'prospect and actively shape tomorrow'.

Learn more and register FREE online at:

[regonline.com/horizons](http://regonline.com/horizons)

## WEB-BASED FORUMS

### Next Hot Topic Q&A



Experts give their lessons learned in terms of what works and what doesn't in a 60 minute open Q&A sessions.

WHEN?

TUESDAY 19<sup>TH</sup> MAY 2009,  
4PM (GMT)

TOPIC

INCREMENTAL VERSUS  
BREAKTHROUGH INNOVATION -  
PLANNING FOR BOTH

HOW?

PLEASE REGISTER ME

Or Learn more and register FREE online at:

[regonline.com/breakthrough-innovation](http://regonline.com/breakthrough-innovation)