

DESIGN RESEARCH & DESIGN STRATEGY CONFERENCE #4

28. September 2017, HAMBURG, www.drdscon.com

PROGRAM

9-28-2017 CONFERENCE PROGRAM

- 8:30 a.m. Registration & Welcome**
Join us for coffee and connect with new friends
GASTWERK HOTEL HAMBURG, BEIM ALTEN GASWERK 3, 22761 HAMBURG
- 9:00 a.m. Opening Remarks**
Time to kick things off! We will make quick introductions and let you know what to expect
- 9:05 a.m. Welcome**
Adrian Ulrich (DEU)
Geschäftsführer Handelskammer Hamburg
- 9:20 a.m. The Innovation Universe: Frame – Generate – Embed – Lead**
Dr. Nancy Tennant (USA)
Professor/Consultant/Author/Practitioner/Speaker
University of Chicago and University of Notre Dame,
Former Chief Innovation Officer Whirlpool
- 10:00 a.m. Mit dem ‚Market Opportunity Navigator‘ Marktchancen systematisch identifizieren**
Prof. Marc Gruber (CH)
Vice President Innovation and Professor für Entrepreneurship & Technology
Commercialization École Polytechnique Fédéral de Lausanne
- 10:25 a.m. Sharpening Top Innovation Methods**
Kevin Bethune (USA)
Vice President Strategic Design, BCG Digital Ventures
- 10:50 a.m. Networking Break**
Take some time to refresh and network with other participants
- 11:20 a.m. Mit Design Thinking End-2-End-Support für Innovationen ermöglichen**
Dr. Markus Durstewitz (DEU)
Head of Innovation Methods and Tools, AIRBUS
- 11:45 a.m. Interactive Workshops Part 1**
Choose one of four amazing workshops:
Reframe Validation / Refine Tools
- 1:15 p.m. Lunch Break**
Recharge for the second half of the day

Initiatoren:

unterstützt von:



INDEED

brandeins

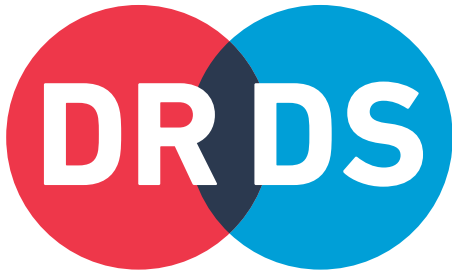
creativ
verpacken

designreport.

planung
& analyse

form

HAMBURG
kreativgesellschaft



DESIGN RESEARCH & DESIGN STRATEGY CONFERENCE #4

28. September 2017, HAMBURG, www.drdscon.com

PROGRAM

9-28-2017 CONFERENCE PROGRAM

- 2:15 p.m.** **Ask the right Questions to empower Innovation**
David Gram (DNK)
Former Senior Innovation Director, Creative Play Lab
Former Marketing Director, Future Lab, LEGO Group
- 2:40 p.m.** **How to gain relevant Insights that enable the Creation of something really New**
Hector Paris Ayala Garcia (VAE)
Senior Manager Market Research, Etihad Airways
- 3:05 p.m.** **Network Break**
Time to recharge and network with other participants
- 3:35 p.m.** **Interactive Workshops Part 2**
Choose one of four amazing workshops
Rip the Brief / Rethink Research
- 5:05 p.m.** **Leveraging Innovation for Social Development**
Hana Sahatqija (XKX)
Innovations Lab Program Manager, UNICEF
- 5:35 p.m.** **Closing words**
- 5:45 p.m.** **Get together**
While enjoying drinks and appetizers, you can discuss a day full of learning and connect with other professionals

Initiatoren:



INDEED

brandeins

unterstützt von:

creativ
verpacken

designreport.

planung
& analyse

form

HAMBURG
kreativgesellschaft