

## DESIGN RESEARCH & DESIGN STRATEGY CONFERENCE #4

28. September 2017, HAMBURG, [www.drdscon.com](http://www.drdscon.com)

### PROGRAMM

#### 9-27-2017 PRE-EVENING PROGRAM

**7:30 p.m. Pre-Evening Event**  
More details will follow soon

#### 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
- 9:20 a.m. Keynote: Dr. Nancy Tennant (USA)**  
Professor/Consultant/Author/Practitioner/Speaker  
University of Chicago and University of Notre Dame,  
Former Chief Innovation Officer, VP Innovation, VP Leadership  
Development, VP Core Competencies
- 10:00 a.m. Marc Gruber (CH)**  
Vice President Innovation and Professor für Entrepreneurship & Technology  
Commercialization École Polytechnique Fédéral de Lausanne
- 10:25 a.m. 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. 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
- 2:15 p.m. David Gram (DNK)**  
Former Senior Innovation Director, Creative Play Lab  
Former Marketing Director, Future Lab, LEGO Group

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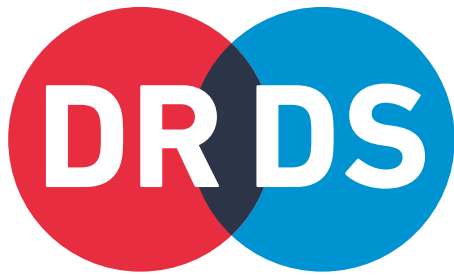
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- 2:40 p.m.**      **Hector Paris Ayala Garcia (VAE)**  
Senior Manager Market Research, Etihad Airways
- 3:05 p.m.**      **Network Break**  
Time to recharge and network with other participants
- 3:35 p.m.**      **Interactive Workshops Part 2**  
Choose one of four amazing workshops  
Rip the Brief / Rethink Research
- 5:05 p.m.**      **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:



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