

OPEN INNOVATION WORKSHOP

Constructing, expanding and engaging Innovation



OPEN INNOVATION WORKSHOP

Constructing, expanding and engaging innovation capabilities

Course Overview

Companies are under continuing pressure to generate new ideas and ways in which to stay competitive and relevant to their customers. Open Innovation offers an approach where companies look beyond their internal resources to a much wider network in which to co-create with and leverage fresh expertise. Organisations such as Lego, Ford and UBS are just a few examples of those adopting the methodology to great benefit.

By going outside the internal organisation, firms are realising they can access a larger talent pool, benefit from the ideas of faster moving start-ups and reduce operational inefficiencies through collaborating with companies that already have products or processes they need. But despite the benefits, many companies struggle to clearly define an open innovation strategy and lack familiarity and experience with the frameworks available to their organisations.

This programme is aimed at equipping you with practical open innovation tools, familiarising you with some of the most (and least) successful initiatives across multiple industries, providing understanding of some of the barriers to effectively engaging in open innovation initiatives and enabling you to leave with the next steps to begin or improve your current collaborative efforts.

Course Benefits

- Enhance understanding of open innovation and the different approaches available
- Feel confident in how to apply key innovation tools & frameworks to help accomplish your innovation objectives
- Learn how to effectively engage & co-create with the external ecosystem
- Identify key drivers & challenges to integrating open innovation first hand and be more familiar with industry examples of successful and unsuccessful initiatives
- Develop areas that you need to focus on and prepare your action plan

Who should attend?

This programme will be most beneficial for those involved with:

- ✓ Constructing and expanding innovation capabilities
- ✓ Engaging with external partners and new technologies
- ✓ Working on strategic innovation and growth initiatives

Job titles include:

- ✓ Innovation Managers
- ✓ Product Managers
- ✓ Partnership Managers
- ✓ Heads of Strategy
- ✓ Venture Capitalists
- ✓ Mid-Senior level executives across the business

Programme Summary

Day 1:

9:00 - 10:30 **Why: the new reality - industry pressures reshaping the industry:**

What is Open Innovation and why should I care?

Assess your business drivers for open innovation

Exercise – Create your Open Innovation Manifesto

10:30 - 11:00 Coffee and networking break

11:00 - 12:30 **Preparing for collaboration:**

Look at your open innovation readiness

Focus on how your team collaborates

Exercise – Collaboration test

12:30 - 13:30 Lunch and networking

13:30 - 15:00 **Open Innovation Business Models:**

Look at key partners and activities

Resources and cost structures

motivations and revenue streams

Exercise – Create the business model for your collaboration

15:00 - 16:30 **Open innovation methods:**

What types of open innovation are there?

collaborative, cooperative, co-creative and closed.

Industry examples of current initiatives

Day 2:

9.00 - 10.30 **Open Innovation Metrics:**

Setting KPIs for open innovation relationships

What are we going to give and receive in return?

10:30 - 11:00 Coffee and networking break

11:00 - 12:30 **Open Innovation Tools:**

Look at tools for collaborating online and offline

Crowdsourcing and creativity techniques

workshops – which are best for you?

12.30 - 13:30 Lunch and networking

13:30 - 15:00 **Challenges with Open Innovation:**

What could hinder you engaging externally?

IP considerations and strategy

15.00 - 16.30 **Pitching and Next steps:**

Effectively pitching the idea to your prospective partner or internal decision maker

Assess and confirm tangible next steps for your innovation activities

ENQUIRIES

Name Surname

Position
+44 (0) 20 0000 0000

Name Surname

Position
+44 (0) 20 0000 0000

Name Surname

Position
+44 (0) 20 0000 0000

NOTES

About Informa PLC

Informa operates at the heart of the Knowledge and Information Economy.

It is one of the world's leading business intelligence, academic publishing, knowledge and events businesses.

With more than 6,500 employees globally, it has a presence in all major geographies, including North America, South America, Asia, Europe, the Middle East and Africa.

To learn more, please visit www.informa.com