


The XXI ISPIM Conference

The Dynamics of Innovation

Bilbao, Spain - 6 to 9 June 2010

The XXI ISPIM Conference - *The Dynamics of Innovation* - will be held in **Bilbao, Spain** on **6-9 June 2010**. Organised by ISPIM and hosted by Innobasque, the Basque Innovation Agency, this conference will bring together over 300 innovation management experts, researchers, managers and policy makers. The three-day event includes forty-two themed sessions containing **168 presentations** that have been selected from the 380 researchers and companies that applied to present. You can also expect industry-leading keynote and luminary sessions, workshops, discussion panels and excellent networking opportunities with a taste of local Basque culture.

Sessions include:

- ✓ Collaboration and virtual innovation
- ✓ Culture & diversity management in innovation
- ✓ Entrepreneurship, intrapreneurship and venturing
- ✓ Financing innovation and public sector innovation
- ✓ Innovating business models and value creation
- ✓ Innovation training & education
- ✓ Knowledge networks for innovation
(facilitated by )
- ✓ Leaders for innovation
- ✓ Measuring and managing innovation
- ✓ Methods and tools for innovation
- ✓ Networks and clusters of innovation
- ✓ Organisational creativity & idea generation
- ✓ Regional innovation and global competitiveness
- ✓ Technology Transfer
(facilitated by )

Keynote Speakers:

Matt Kingdon, Chairman, Co-Founder and Chief Enthusiast, ?What If! The Innovation Company
The Power of Momentum

Joe Tidd, Professor, Technology & Innovation Management, SPRU, University of Sussex
Leveraging Lean Innovation

Jon Azua, Chairman, CEO and Founder, e-novatinglab Group
Co-Creating Innovative Value

?WHAT IF!
 The Innovation Company

SPRU
 Science and Technology
 Policy Research

e-novating lab
 IDEAS & ESTRATEGIA

Luminary Speakers:

Ard-Pieter de Man, Vrije Universiteit Amsterdam/ Atos Consulting
Implementing Open Innovation

Claudio Marinelli, Nokia Research Center
Managing a global Open Innovation network - the experience of Nokia Research Center

Jeff Hovis & Joanne Hyland, Product Genesis & The Radical Innovation Group
Reinventing Innovation at Grundfos

Girish Prabhu, Srishti International Labs
Contextual Innovation: Innovating and Inventing for Emerging Markets

VU University Amsterdam
Atos Consulting

Nokia Research Center

GRUNDFOS

Panel Discussions:

Keynote Panel Discussion: *The Dynamics of Innovation*

moderated by Matt Chapman, Imaginatik plc

Closing Panel Discussion: *Sustainability in Innovation: Innovation Management Challenges*

moderated by John Bessant, University of Exeter

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EXETER

Workshops:

From Ideas to Opportunities

led by Jeff Hovis, Product Genesis & Joanne Hyland, The Radical Innovation Group

Not new but new for you: Tapping into the global brain for faster realization of new ideas

led by Simon Dewulf, CREAX

People Based Management Models

led by Carlos Peña, Innobasque

Understanding the grammar of creative thinking

led by Matti Hemmi, inKNOWation

product **GENESIS** Radical Innovation Group

CREAX
 creativity for innovation

innobasque
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Conference Programme:

Sunday 6 June:

Walking Tour of Bilbao

Delegate Registration & **Welcome Reception at The Atrio del Edificio Ensanche**



Monday 7 June:

Keynote Speakers, Keynote Panel Discussion, Themed Sessions

Gala Dinner at The Guggenheim Museum Bilbao (sponsored by **BBVA**)



Tuesday 8 June:

Themed Sessions

Basque Evening at the Michelin star Azurmendi Restaurant & Txakoli Wine Cellar



Wednesday 9 June:

Themed Sessions, Luminary Speakers, Closing Panel Discussion, Workshops, Close

Conference Fees:

	ISPIM Member	Non-Member	Membership Offer: Conference plus ISPIM Membership for 2010**
Delegate	€675	€775	add €150
Student	€675	€715	add €50
Accompanying Guest*	€250	€250	

All Prices include Spanish VAT (IVA) at 16% which can be reclaimed by VAT Registered EU Organisations.

*Accompanying guests (husbands, wives, partners, etc.) are invited to the social events but may not attend conference sessions.

**Invoice item: "XXI ISPIM Conference including membership for 2010". This makes you eligible for the member rate for the conference.

Conference Journal:

A Special Issue containing selected papers from this conference will be published in ISPIM's official journal, *The International Journal of Innovation Management*.



Keynote Profiles:



Matt Kingdon, Chairman, Co-Founder & Chief Enthusiast, ?What If! The Innovation Company

Established for 17 years, ?What If! is the world's largest independently owned innovation company with offices in London, Manchester, New York and Shanghai. A global team of 187 people works with many of the world's most respected organisations across five continents and over 40 countries. Matt is widely respected for his efforts in promoting innovation throughout hundreds of companies, most recently working with Abbott, CNN, and Unilever. Matt is an internationally renowned speaker and innovation practitioner and has co-authored two books, 'Sticky Wisdom' and 'How To Have A Creative Revolution At Work' and the white paper, Innovation Energy – the guide to creating an Innovation Culture that will transform your business. ?What If! has twice won The Financial Times Best Place to Work and was awarded 18th place in The Sunday Times Top 50 Best Green Companies Award, 2008.



Joe Tidd, Professor, Technology & Innovation Management, Science & Technology Policy Research Unit (SPRU), University of Sussex

Joe Tidd has worked as policy adviser to the CBI (Confederation of British Industry), responsible for industrial innovation and advanced technologies, and presented expert evidence to three Select Committee Enquiries held by the House of Commons and House of Lords. Dr Tidd was a researcher for the International Motor Vehicle Program at the Massachusetts Institute of Technology (MIT), which first identified lean production. He has worked on research and consultancy projects on technology and innovation management for Arthur D. Little, CAP Gemini, McKinsey, American Express Technologies, Applied Materials, ASML, BOC Edwards, BT, GE, National Power, NKT, Nortel Networks and Petrobras. He is the winner of the Price Waterhouse Urwick Medal for contribution to management teaching and research, and the Epton Prize from the R&D Society. He has written eight books and more than sixty papers on the management of technology and innovation.



Jon Azua, Chairman, CEO and Founder, e-novatinglab Group

e-novatinglab Group is a think tank and venturing platform focussed on strategy, competitiveness and city-regional development, located in Bilbao. He served as Deputy Prime Minister of the Basque Government (1991-1995), Minister Secretary of Industry and Energy (1991-1995), Minister Secretary of Presidency (1987-1989) and Minister of health and Labor (1985-1987) in the Basque Court. A former member of the Basque Parliament, former CEO of the Bilbao Stock Exchange and Bilbao Plaza Financiera Inc. (1989-1991). Former managing partner for Strategy and Public Services Industry, at Andersen and Bearingpoint Inc. He is a visiting professor for Competitiveness at Deusto University (Basque Country) and the M.O.C. network at Harvard Institute of Strategy and Competitiveness; Chairman of the Advisory Board of the Basque Institute of Competitiveness and professor-director of the Basque Competitiveness Chair at CEIBS in Shanghai.

For more information and to book your place, please visit

www.conference.ispim.org