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PIPELINE

⊕ INNOVATION FESTIVAL EVENT

ENROLL NOW - FREE INNOVATION EVENT!

**Join us on Friday 29th April 2005
from 2.00 – 4.00 pm**

e-centre, Gate 5, Oaklands Rd, Massey University Campus, Albany

Driving Growth Through Innovation

Guest speaker Rod Oram, business journalist and commentator, joins the Ideas Accelerator team to explore organizational innovation.

Share insights into how innovation impacts on systems and culture within your organization. Learn how to increase your return on investment in innovation, by increasing your success in launching new products, new services and new ventures.

This event explores how organizations can;

- Improve their capability to innovate
- Involve everyone in the systems and culture of innovation
- Increase their return on investment from innovation
- Increase their success with new products, new services and new ventures

This interactive seminar will discuss;

- Different types of innovation, both sustaining and disruptive
- Minimising risk when developing disruptive innovation
- Current New Zealand examples of early-stage disruptive innovation
- How to drive growth and add value through innovation

Take outs;

- Identifying disruptive innovations versus sustaining innovations
- Tools to assist in evaluating which new products and services to progress in the new product development pipeline
- Project planning for disruptive products and services

This seminar is tailored specifically for;

1. People, of all business disciplines, involved in new product development
2. Marketers who have experienced the challenges of dealing with products aimed at new markets
3. Business leaders interested in understanding and driving growth through innovation
4. People involved in the commercialisation of research, science and technology
5. People involved in organizational innovation and seeking to improve ROI
6. Entrepreneurs who have an interest in developing successful start-up companies
7. People involved in new venture development

FREE Registrations:

If you want to register for this event, email innovation@e-centremassey.org.nz stating your name, organisation, position, mobile phone number or phone Suzanne at the e-centre on 09 443 9791.

This is one of three events featured at the e-centre. Simply state which of the sessions you wish to attend;

Event A: Ideas Accelerator and Rod Oram - Driving Growth Through Innovation

Event B: North Shore ICT Growth Project - Partnership and Collaboration in Innovation and No. 8 Wire for the Digital Age

Event C: Auckland IT Cluster - ICT Networking Function

For more information, a schedule of events, registrations and directions see the following pdf;



For more information check out our website at;
www.ideasaccelerator.com

Note: We will be sending out PIPELINE six times a year by e-mail. To add or remove please use the links below;

ADDFRIEND@ideasaccelerator.com

REMOVE@ideasaccelerator.com

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