

Bridging mass customization
& open innovation

SAVE THE DATE!



MCPC 2011
NOVEMBER 15-19

The 2011 World Conference on Mass Customization, Personalization, and Co-Creation will take place November 15 - 19, 2011, and will engage academics, business leaders, and consultants in a set of plenary presentations, discussion panels, and paper presentations intended to bridge the topics of Mass Customization & Open Innovation:

Mass customization, personalization, and co-creation (MCPC) strategies aim to profit from the fact that people are different. Their objective is to turn customer heterogeneities into profit opportunities, hence addressing the current trend of long-tail business models. Mass customization is a means to provide goods and services that best serve individual customers' personal needs with near mass production efficiency.

Open innovation is the idea that companies should make greater use of external ideas and technologies in their own business, and allow unused internal ideas to flow out to others for use in their business. It is the antithesis of a closed innovation process which relies on internal R&D and deep vertical integration.

MCPC 2011 Conference Layout

Nov 15	Afternoon Conference Kick-Off & Public Event : Pre-conference program with workshops, company tours, and a big networking / press event (offsite)
Nov 16	Business Seminar (I): Plenary & Opening Presentations; Panel Sessions & Group Discussions; Exhibitions; and Cocktail Reception
Nov 17	Business Seminar (II): Plenary Presentations; Panel Sessions & Group Discussions; Networking & Exhibitions; Keynote Session (joint session between business seminar & research conference); Network Reception
Nov 18	Research and Innovation Conference (I): Plenary Presentations; Parallel Sessions; Networking & Exhibitions; Conference Dinner
Nov 19	Research and Innovation Conference (II): Plenary Presentations; Networking & Exhibitions; Parallel Sessions; Closing Keynotes; Dinner and Drinks with old and new friends (offsite)

Participate and present your MCPC research and experiences. For more information visit: www.mcpc2011.com.

Expected Conference Fees:

Business Seminar

(Nov 16-17)

\$980 before Sept. 30th

\$1,230 after Sept. 30, 2011 and on-site

**Registration for the Business Seminar also includes full participation at the Research and Innovation Conference (Nov. 17-19).*

Research and Innovation Conference

(Nov 17-19)

\$540 before Sept. 30th

\$790 after Sept. 30, 2011

Sponsored by:



Bridging mass customization
& open innovation



MCPC 2011
NOVEMBER 15-19

SAVE THE DATE!

About the MCPC 2011 Conference:

The MCPC conference series started out as a bi-annual conference devoted to Mass Customization & Personalization. The content has broadened in recent years, including also customer co-creation, user innovation and other strategies of customer-driven value creation (hence, **MCPC** = **M**ass **C**ustomization, **P**ersonalization, and **C**o-Creation"). The event frequently brings together hundreds of the world's most remarkable people in the field. In 2011, the conference will link MCPC with a topic that has driven and inspired the field for several years: **open innovation**.

The conference consists of four major elements:

The **Research and Innovation Conference** is an academic-style but application-focused conference, with a broad call for papers. All contributions are peer reviewed by at least two reviewers. An international program committee and many ad-hoc reviewers support the program chairs with this process. Presentations are organized in parallel tracks, with plenty of time for discussions and feedback. The conference policy is "all participants, including presenters, must pay the registration fee" that is characteristic for academic conferences.

The **Business Seminar** provides an innovative platform for managers DOING mass customization and open innovation as the core of their business. The seminar's foremost idea is to connect managers in peer-to-peer interaction to foster an intense discussion, facilitated by presentations from industry leaders and the seminar faculty. In 2011, the Business Seminar will kick-off the entire conference event.

Networking Events: A sponsor's marketplace & exhibition, social events like networking lunches, conference dinners, and cocktail receptions, as well as site visits to local companies provide unique opportunities to connect and exchange ideas among participants. The event has a long track-record of successful business relationships and even a number of start-up companies that have been launched thanks to new connections between participants of the conference.

Pre-Conference Event and Exhibition: On the day before the conference kicks off, we plan a showcase exhibition and press event to demonstrate the scale and scope of mass customization, co-creation and open innovation to a wider public. This event will be co-organized and hosted by local companies from the Bay area active in this domain.

2011 Conference Co-Chairs:

- **Henry Chesbrough**, Garwood Center for Corporate Innovation, University of California, Berkeley
- **Solomon Darwin**, Garwood Center for Corporate Innovation, University of California, Berkeley
- **Frank Piller**, RWTH Aachen Univ. & Smart Customization Group, Massachusetts Institute of Technology
- **Mitchell Tseng**, Advanced Manufacturing Institute, Hong Kong University of Science & Technology

Conference Venue:
San Francisco Airport
Marriott Waterfront

Conference Host:
Garwood Center for Corporate
Innovation, University of
California, Berkeley

