University of California
Berkeley
Haas School of Business
Garwood Center for Corporate Innovation

MIT Massachusetts Institute of Technology
MIT Smart Customization Group

RWTHAACHEN UNIVERSITY
Technology & Innovation Management Group

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY
Advanced Manufacturing Institute

About the MCPC 2011: Conference Briefing

The 2011 World Conference on Mass Customization, Personalization, and Co-Creation (MCPC 2011)

Bridging Mass Customization & Open Innovation

Show Case Exhibition & Press Event *(offsite)*, **Nov. 15, 2011**
Business Seminar, November 16-17, 2011
Innovation & Research Conference, November 17-19, 2011

Conference Venue: **San Francisco Airport Marriot Hotel & Conference Center**
Conference Host: **Garwood Center for Corporate Innovation, University of California, Berkeley**

mcpc2011.com | twitter: #mcpc2011

About the MCPC conference series

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 previous conferences have been hosted by …

- 2001: **Hong Kong University of Science and Technology**, Hong Kong
- 2003: **University of Technology Munich**, Germany (mcpc2003.com)
- 2005: **Hong Kong University of Science and Technology**, Hong Kong (mcpc2005.com)
- 2007: **M.I.T.,** Cambridge, MA (mass-customization.de/mcpc07)
- 2009: **Aalto University**, Helsinki, Finland (mcpc2009.com)
- Upcoming conference 2011: **UC Berkeley**, San Francisco, USA (mcpc2011.com)

Participation Statistics (average for 2005-2009 conferences)

- Between 450-650 participants
- About 150 presentations over the entire program
- **45% Managers** from companies engaged in MCPC activities or planning to do *so (of those about 40:60 split between Directors / VP Product Mgmt of Fortune1000 and CEOS of SMEs / startups)*
- **45% Academics** *(from Engineering, Management & Marketing, Computer Science / Information Systems, but also many other disciplines (architecture, psychology …)*
- **10% Consultants and Technology Providers** *(Flex Manufacturing, SCM, Configurators, CAD)*

The MCPC conference style & layout

The MCPC is a **multi-track conference** featuring a combination of high profile keynotes with expert talks, panel discussions, paper sessions, workshops, receptions, and much more. While it is devoted to sharing and discussing the latest research in the field, the MCPC has a **strong focus on real life applications**. Since its beginning, **there is an equal share of participants, practitioners and academics/researchers**. This makes the MCPC truly unique among many conferences. It really strives to connect MCPC thought leaders, entrepreneurs, technology developers, and researchers with people applying these strategies in practice.

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 sufficient 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 conference event.

- **Networking Events:** A sponsor's marketplace and 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 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.

The MCPC 2011 Conference

The MCPC 2011 Conference will take place on **November 15-19, 2011,** at the **San Francisco Airport Marriott Hotel** & Conference Center located in Burlingame, California, just minutes from the San Francisco International Airport between downtown San Francisco and Silicon Valley. The hotel offers a perfect waterfront location with great views of the San Francisco Bay, and provides an inviting and inspiring setting for a conference.

Conference Layout & Program Overview (Draft)

Nov. 15	afternoon	**Conference Kick-Off & Public Event:** Pre-conference program with workshops, company tours, and a big networking / press event *(offsite)*
Nov. 16	**MCPC 2011 Business Seminar (I)**	
	9-10	*Registration & Continental Breakfast*
	10-11.15	**Plenary and Opening Presentations**
	11.15-12	**Panel Session**
	12-1	*Lunch & Exhibition*
	1-2.15	**Plenary Presentations**
	2.15-3.15	**Panel Session & Group Discussions**
	3.15-3:45	*Networking Break & Exhibitions*
	3:45-5	**Plenary Presentations**
	5-7	*Cocktail Reception*
Nov. 17	**MCPC 2011 Business Seminar (II)**	
	7:30-8:30	*Registration & Breakfast*
	8:30-9.45	**Plenary Presentations**
	9.45-10.15	**Panel Session & Group Discussions**
	10.15-10:45	*Networking Break & Exhibitions*
	10.45-12	**Plenary Session**
	12-1	*Lunch & Exhibition*
	1-2.15	**Plenary Presentations**
	2.15-3.00	**Panel Session & Group Discussions**
	3.3:30	*Networking Break & Exhibitions*
Nov. 17	4-6	**MCPC 2011 Keynote Session** *Joint session between business seminar & research conference*
	6-8	*Networking Receptions*

Nov. 18	**MCPC 2011 "Research and Innovation" Conference (I)**	
	8-9	*Registration*
	9-10.15	**Plenary Presentations**
	10.15-10:45	*Networking Break & Exhibitions*
	10.45-12.00	**Parallel Sessions**
	12-1	*Lunch & Exhibition*
	1-2.15	**Parallel Sessions**
	2.30-3.45	**Parallel Sessions**
	3.45-4:15	*Networking Break & Exhibitions*
	4:15-5.30	**Parallel Sessions**
	6.30-9.30	*Conference Dinner*
Nov 19	**MCPC 2011 "Research and Innovation" Conference (II)**	
	7.30-8.30	*Registration*
	8:45-10.15	**Plenary Presentations**
	10.15-10:45	*Networking Break & Exhibitions*
	10.45-12.00	**Parallel Sessions**
	12-1	*Lunch & Exhibition*
	1-2.15	**Parallel Sessions**
	2.30-3.45	**Parallel Sessions**
	3.45-4:15	*Networking Break & Exhibitions*
	4:15-6.00	**Plenary Presentations and Closing Keynotes**
	7.30 -12.00	*Dinner and Drinks with old and new friends (offsite)*

Expected Conference Fees

- **MCPC Business Seminar** (Nov. 16-17): $1890; $2400 for on-site registration
- **"Research and Innovation Conference" (Nov. 17-19): $540 before Sept 1; $790 after Sept. 1, 2011**
- **Bundle price** for the entire conference experience (Nov. 16-19): $2200; $2700 for on-site registration

Selected Feedback on the Previous MCPC Conferences & Business Seminars

"I found the business seminar incredibly beneficial, and I am honored to have been able to co-teach with you." *Alison Page, Director Mass Customization, Adidas AG*

"It was a GREAT seminar. My head is still spinning! (In a good way!). As a colleague, David Liddle, former founder, CEO of Metaphor once said, "I know a seminar is good if it changes the pattern of the neurons in my brain!" This seminar definitely met that criterion for me!" *Patricia Seybold, CEO, Seybold Group; Author of "Customers.com" and "Innovation inside-out"*

"Thank you again for accommodating me at the last minute and giving me the opportunity to observe the larger picture. It has been a turning point for me. To be honest I was only slightly aware of the whole "mass customization movement" till a few weeks before the seminar. It's been an awakening for me." *Russell Benfanti, Founder and CEO, xoddo.com*

"I thoroughly enjoyed the conference this week ! Thank you, and looking forward to hearing more on upcoming conferences." *Joanne Pendergast, Director E-commerce, Converse*

"It was a pleasure to actively participate and exchange ideas and experiences amid such a diverse room of innovators!" *Patrick Abouchalache, Managing Director, Roberts Mitani Advisors, LLC*

"Participating was a great step in building a Mass Customization company with the best and brightest in the industry." *Carmen Magar, CEO chocri USA*

"What I liked most: Meeting likeminded professionals from around the globe who are eager to push a worthwhile idea forward." *Hubertus Bessau, Co-Founder, mymuesli*

"This event was the world's leading collection of mass customizers." *Ted Acworth, Artaic*

"The conference was a lot of fun with many very interesting presentations and possibilities for interactions! Thanks for making all this possible." *Benedict G.C. Dellaert, Professor of Marketing, Erasmus University Rotterdam*

"We attended the MCPC 2009 conference and are now really stimulated to develop mass customisation further at our company! Thank you!" *Jay Jolly, Program Manager, Nokia*

"I was really amazed by the quality of the content, the seniority of the attendees, and the possibilities & opportunities explored during these days." *Kamel Ouadi, Worldwide Digital Media Director, Louis Vuitton, Paris, France*

" It's been a long time that I haven't been so excited about a conference. I consider myself as a lucky person to become a member of the community. Thanks again for this fascinating event." *Vivienne Chen, Assistant Professor of Marketing, Oakland University*

"It was a great event, and to me personally it provided a lot of inspiration, valuable information and contacts." *JanWillem Hoftijzer, University of Twente, Enschede, The Netherlands*

"Thanks again for a great conference – so much food for thought!" *Maria Alm. DSN Productization Markets, Nokia*

"I really enjoyed the conference in Helsinki. This is the second time I attend the MCPC conference. I really appreciate your efforts in organizing and providing this conference, which gave me inspiration for my research, as well as some new directions." *Sage Endo, Department of Marketing, The University of Mississippi*

"I would like to thank you and everyone in the team that were involved in the preparation of the MCPC 2009 event. It was very well organized with versatile and interesting discussions that have a great impact on all participating parties." *Ran Machtinger, CEO, OptiTex Ltd., Israel*

For **reports and reviews of the past events**, check http://tinyurl.com/2wxpzqv (**MCPC 2007** at MIT) and http://tinyurl.com/ 35xe8zm (**MCPC 2009** in Helsinki).

People and organizations behind the MCPC conference series

- **Initiators and Program Co-Chairs:** The conferences have been initiated by **Mitchell Tseng, HKUST**, and **Frank Piller, MIT/RWTH Aachen**, who also serve the program as co-chairs. Frank and Mitch provide strong support to the conference with their institutes and research groups.

- **Host of MCPC 2011 Conference: Garwood Center for Corporate Innovation, Program in Open Innovation** (openinnovation.haas.berkeley.edu): The mission of the Garwood Center is to conduct research, publish articles, and develop teaching materials around open innovation, a more distributed model of industry innovation. It is part of the Haas School of Business at the University of California, Berkeley.

- **Local Conference Chairs:** Since 2007, the conferences are co-created by a local host and conference chair. In 2011, this position will be taken by Prof. **Henry Chesbrough**, UC Berkeley (2007: Prof. **William Mitchell**, MIT Media Lab; 2009: Prof. **Jarmo Suominen**, Aalto University Helsinki).

- **MIT Smart Customization Group** (scg.mit.edu): The MIT SCG Group is a research group at the MIT Media Lab devoted to research on mass customization and personalization of complex systems. It is the academic host of the business seminar of the conference.

- **IIMCP.org:** The "International Institute on Mass Customization and Personalization" (IIMPC) is a society that provides a platform for interaction between researchers and practitioners on mass customization, personalization and related issues. It is the academic body organizing the MCPC conference series.

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 University & Smart Customization Group, Massachusetts Institute of Technology

- **Mitchell Tseng**, Advanced Manufacturing Institute, Hong Kong University of Science & Technology

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