

Introduction

Master Co-Creation & Crowdsourcing - Succeeding In User-based Innovation

With Professor Frank T. Piller

Thursday 12th November 2009 | Amsterdam, Netherlands

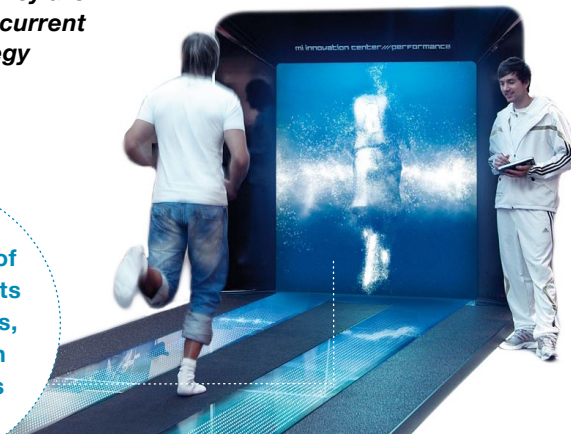
Proven practices on how to engage your community in the innovation process

In this hands-on one-day workshop, Professor Frank Piller from RWTH Aachen University, Germany will introduce and cover in detail the concepts of **Co-creation and Crowdsourcing**; where your business can harness the power of your customers, consumers and the wider external community outside of your business to engage with you in design, develop, test and research of new concepts and technologies and turn them potentially into winning products and services.

This Masterclass is for people who are facing one of the following Innovation Challenges in their business:

- 1 *There is a disconnect between consumer insights, product development and consumer research*
- 2 *Statistical research methods are not giving you enough confidence to proceed with the project*
- 3 *The ideas coming from your product or branding agency are stale and do not fit your current business or brand strategy*
- 4 *Traditional consumer research techniques are not delivering award winning products*
- 5 *The traditional product innovation life cycle is taking too much time*
- 6 *You cannot find a technical solution for a particular innovation project issue*

If you recognize one of these statements in your business, this Innovation Masterclass is for you.



This is the only Masterclass of its kind in Europe this year and is a must attend event for anyone in Innovation, NPD or R&D departments, consumer research professionals and leaders of marketing teams.

“A key challenge in today’s new product and service development is to match new innovation with ever faster changing customer expectations. This Masterclass will teach industry proven tools and methods on how to place your customer and consumers at the center of the innovation process”

Master Class Overview

KEY TOPICS THAT WILL BE ADDRESSED

Participants in this Masterclass will learn to critically reflect common assumptions about their approach to innovation, consumer research and product development. Focused on opening up your innovation process to ideas and strategies from external parties it will explore how these trends in product creation make sense for implementation in your own organization no matter how scary the prospect, by:

- Giving you the skills to critically evaluate the value of various co-creation methods in different business situations.
- Helping you escape silo thinking by giving you keys to the world outside and the techniques to bring it back in.
- Identifying how to cross-pollinate ideas, technologies and processes already proven in other industries.
- Helping you to get a fresh perspective on your business challenges and why Co-Creation needs to be part of any Open Innovation strategy.
- Highlighting - through a set of how-to implementation tools methods - the trends that will fuel tomorrow's business growth.
- Highlighting why – especially when results count - Co-creation delivers new energy, new ways of thinking, new product opportunities and new profit streams.
- Defining how to reduce risk by connecting and learning from partners, customers, consumers and testing your products and services with them through your development phase.

"It was a GREAT seminar. My head is still spinning! (In a good way!). As a colleague 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" & "Innovation inside-out"

- 1** Results from a study of 65 methods and intermediaries in the domain to help you make informed decisions who to work with.
- 2** Techniques for running Crowdsourcing events and how to reward participants.
- 3** How to manage IP in Crowdsourcing and Co-creation environments.

- 4** Using Crowdsourcing outside the product development/marketing arenas.
- 5** Detailed case studies from: Threadless, MUJI, BMW Virtual Innovation Lab, 3M, Crowdspirit, LEGO, Adidas, Levis and more.

"Co-creation only works when the 'Co' is very well executed and you capitalise on the talent that is gathered"

Martijn Pater,
 Fronteer Strategy



Learn about the latest systematic methods and how they could benefit you

Professor Piller will draw on his considerable experience in this area and give you an in depth Masterclass into industry proven tools and techniques used in Co-Creation and Crowdsourcing. He will illustrate each session with case studies from the pioneers in this field, and he will share with you the mistakes they made, so you do not do the same. You will hear about the Threadless story; how a T-shirt company uses their external community to design and vote on t-shirt designs, driving a continual product innovation pipeline in the business and helping to contribute to \$30m of sales at a 30% profit margin with only 20 employees. **The good news is that the core ideas behind Threadless can be transferred into your industry as well. This Masterclass will teach you how.**

Itinerary of the Day

This Innovation Masterclass is specifically designed for companies who wish to unlock the potential of a group of contributors from the world outside in order to bring fresh perspectives, ideas and insights to internal challenges.

8:30 REGISTRATION

Tea, coffee and biscuits

9:00 WELCOME & INTRODUCTION

Review ground rules of the workshop.
Overview of the day.

9:15 SESSION I INTRODUCTION: STRUCTURES OF INNOVATION & VALUE CREATION

Introduction to course module
The innovation challenge: Why companies fail to master disruptive innovation and the recent explosion of heterogeneity of demand
What is your theory of innovation?
Setting the stage for the day


10:00 SESSION II OPENING THE VALUE CREATION PROCESS: A CROWDSOURCING PERSPECTIVE ON INNOVATION

Opening case: How Threadless does it

Broadcasting of problems: How Innocentive recruits the world for problem solving

Trial & Error: How problem solving works

Sticky information: need and solution information

 **Case Study: How value creating in open source software works; The Wikinomics model; 3M, CamelPack, MUJI (Elephant Design Japan)**

During this session there will be a 15 minute networking break.

11:45 SESSION III THE ECONOMICS OF CROWDSOURCING

Conventional organization of innovation: hierarchies versus markets

A third way: interactive value creation: innovation at the periphery of the organization and the nature of commons-based peer production

How broadcasting, micro-specialization, self-selection & self-organization work

How this fits with the recent debate on Web 2.0 and social commerce

What crowdsourcing is not

 **Case Study: Case Study: Spreadshirt, MUJI, Stata, SurfTech, BMW Virtual Innovation Lab**


12:30 NETWORKING LUNCH

13:30 SESSION IV CO-DESIGN TODAY: MASS CUSTOMIZATION, PERSONALIZATION AND CUSTOMER CO-CREATION

What is mass customization, and how does it fit into the crowdsourcing paradigm?

Three capabilities driving mass customization and personalization

Success factors for designing better customer interaction

 **Case Study: Adidas, P&G, Levis**


14:30 SESSION V TOOLS & METHODS FOR CROWDSOURCING AND CUSTOMER CO-DESIGN

Results from our study of 65 methods and intermediaries in the domain

Idea contests & design competitions

The Lead User approach

The idea of toolkits for innovation
Communities for User Co-Design

 **Case Study: Innocentive, 3M Medical division; BMW Idea Creation Competition; LEGO Factory and Lugnet**

THE CROWDSOURCING DEBATE

Discussion and participant panel on how to apply the tools learned before in your organization

Where are the limits of crowdsourcing?

How do you define a sustainable crowdsourcing strategy?

What to do on Monday morning

15:30 SESSION VI A GLIMPSE INTO THE FUTURE: USER / DESKTOP MANUFACTURING

The upcoming infrastructure for user manufacturing

How rapid manufacturing technologies may disrupt your business model

Will consumers outpace companies?

 **Case Study: Crowdspirit, OSCar, Kite Surfing, INQ Space Singapore, Google SketchUp**

NEW TOOLS FOR MARKETING: OPEN SOURCE MARKETING, SOCIAL COMMERCE & MESHOPS

The reinvention of word-of-mouth

User-created advertising

Social shopping and the crowdsourcing of distribution

Support communities

 **Case Study: Sears Online; My Virtual Model, MUJI**

17:00 WRAP UP & CLOSE

15:15 AFTERNOON NETWORKING BREAK

THE WORKSHOP LEADER



Frank Piller is a professor in innovation management at RWTH Aachen University, Germany. He also is a co-director of the MIT Smart Customization Group at the Massachusetts Institute of Technology, USA. His research focuses on value co-creation between businesses and customers/users.

Frequently quoted in The New York Times, The Economist, and Business Week, amongst others, Frank is regarded as one of the world's leading experts on mass customization, personalization, and open innovation. His blog, *mass-customization.blogs.com*, is the premier source of information on mass customization and customer driven value creation.

As a founding partner of Think Consult, a management consultancy, he helps his clients to serve their customers better by using truly customer-centric strategies. Frank has consulted and delivered executive workshops for more than fifty companies, including Adidas, Bank of America, Bertelsmann, BMW, Daimler, Dell, Lego, Lectra, Masterfoods and Siemens. As a director or investor, he also actively participates in shaping a number of mass customization businesses.

WHAT YOU WILL LEARN

By attending this Masterclass, attendees will learn that any internal product creation process can be transformed into a co-creative interaction. Participants will be taken through the steps required to implement partner driven innovation programmes through to the critical conditions required to make an impact on businesses success. It will cover in detail, the principles of:

Co-creation

Where product or service development is collaboratively executed by developers and stakeholders together.

Crowdsourcing

A distributed problem-solving and production model driven by the rule of agreement by numbers, is where tasks or challenges are shared with an undefined 'public' community.

User-innovation

A process for companies to partner with their customers and consumers in various phases of their product innovation process and value creation activities.

WORKSHOP FEE

Full Workshop Standard Early Bird

ILP Members €670_{+VAT} €570_{+VAT}

Non Members €950_{+VAT} €850_{+VAT}

Cancellation Policy:

Cancellations can be made up to and including October 29th, 2009, during which period the event fee, less 20% will be credited. No refunds are given for cancellations received after October 29th, 2009. You are very welcome to send a colleague to the event if you are unable to attend.

Cancellation of the event:

In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of Pure Insight will be limited to the full return of the registration fee. No other claims against Pure Insight will be considered.

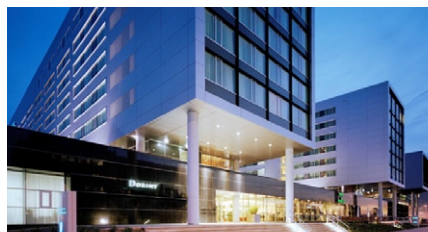
The Early Bird offer ends on October 2nd 2009.

THE VENUE

Dorint Hotel, Amsterdam Airport

Dorint Hotel Amsterdam Airport,
Stationsplein 951 ZW,
1117 CE Schiphol-Oost,
Netherlands

T: +31 (0) 20 5400 777
W: www.dorintamsterdam.nl



Pure Insight has reserved a block of rooms at a special rate of just €165 (including VAT) for delegates staying at the Masterclass hotel. Please reserve your accommodation early to avoid disappointment. Contact Lloyd Wilson on +31 (0) 20 5400 883 and quote the reservation code PURE111109. Accommodation is not included in the Masterclass fee.

HOW TO REGISTER

Online
www.regonline.co.uk/co-creation

Phone
+44 (0)1325 345 810

Fax
+44 (0) 845 280 4905

Post
Pure Insight, Forsyth House,
20 Woodland Road, Darlington,
DL3 7PX, UK