



MCPC 2007

The 2007 World Conference on Mass Customization & Personalization (MCP)

October 7-10, 2007 Innovation and Research Conference, MIT Cambridge/Boston

October 11-12, 2007 Business Seminar, HEC Montreal

Extreme Customization

The World Conference on Mass Customization & Personalization (MCPC) is the primary event in this domain. Bridging between academic research and management practice, the conference provides an interactive platform to learn about mass customization strategies and to discuss the latest technologies and enablers. In October 2007, the fourth MCPC will start at the MIT Media Lab, Massachusetts Institute of Technology, in

Cambridge/Boston with an interdisciplinary focus on the new advancements in the field. The second part of the conference, hosted by HEC (Hautes Études Commerciales) Business School in Montreal, will address in the form of a business seminar the challenges to bring mass customization and personalization in retail.

www.mcpc2007.com

MCPC 2007 Conference Layout

MIT Media Lab: Bringing Mass Customization to the Next Level

- Oct 7, 2007 (Sun) Pre-Workshops, Opening Keynotes, Opening Reception
- Oct 8-9 Research-focused Conference and Paper Presentations
- Oct 10 Morning: User Group Meetings and Workshops. Afternoon: Travel to Montreal

Participate and present your MCP research and experiences. For more information visit www.mcpc2007.com.

HEC Montreal: Business Seminar: "An Extreme Makeover of Retail"

- Oct 10 (Wed) Evening: Networking reception in Montreal
- Oct 11 Plenary and panel discussions on MCP in Retail
- Oct 12 Company visits in Montreal area and case studies



MIT: Bringing Mass Customization to the Next Level

October 7-10, 2007
Innovation and Research Conference

The 2007 conference proposes a shift in the mass customization debate from a physical product perspective to total life cycle experience. Mass customization refers to more than just configuring a piece of hardware, but shall be seen as the co-design of an entire system. This also includes customization for and by a community to enhance the individual.

On top of the established contributions from the engineering and management community, this conference strives also to encourage disciplines like architecture, industrial design, or visual arts to participate in the larger debate of customization. Mass customization studios, a co-creation challenge, and several workshops will elevate the quality of exchange during the conference to a new level.



Photo credit
Guy Hoffman, MIT Media Lab.

HEC Montreal: Extreme Makeover of Retail

October 11-12, 2007
Business seminar

Extreme Customization

The focus of the second part of the conference is the application of mass customization and personalization in retail, enabling a total redefinition of the way goods and services are sold and customers and vendors interact. Social commerce, profiling services or virtual reality applications are changing the way we shop and make selections. These technologies also lower the barrier for new entrants in mature markets. In addition, shopping and entertainment are converging. These developments ask for a revision of today's dominant retail model – an extreme makeover of retail.

How will merchants, brands and retailers interact with this new wave of interaction? Virtual identity, product placement in games and movies, televisions and ads, social shopping and communities are driving and transforming forces in the market. Personalized advertising is happening and transforming marketing, advertising and media business. The business seminar will feature a new breed of entrepreneurs, investors, advertisers and researchers in ecommerce, gaming industry, special effects in movies and TV, and new media, PDA, iPods, SMS, RSS feeds, and even RFID.

The objective of the MCPC 2007 is to extend the dialogue beyond today's definition and to look what is next in MCP. The theme "Extreme Customization" asks for leading-edge examples of customization, extreme and upcoming concepts of personalization, but also to discuss these topics in a more rigorous methodological way to lift the debate to a higher level.

