



2015

Strategic
Innovation
Summit



**2015 Program Guide
September 21-22, 2015
Chicago, IL**

We're in Chicago again this year for the 5th annual Strategic Innovation Summit at Workspring's Chicago Loop location.

Enclosed is an overview of the summit agenda along with related event details.



There are four main themes for this year's summit:

1. **Pushing Boundaries**

Moving the organization, identifying which boundaries to push and which to respect .

2. **Opportunity Sourcing**

Beyond the incremental, filling the opportunity pipeline, sensing weak signals, being first.

3. **Decision Making**

Navigating internal paths of support and resistance, evaluation, selection, metrics, balance.

4. **Opportunity Pursuit**

Alternatives to stage-gate, de-risking market experiments, partnering, shaping and pivots.

There is also chance to see how industry peers are working on Strategic Innovation today, along with a panel event on how new research tools are changing the nature of innovation – and how your organization will need to change to stay ahead of the curve.



Monday
September 21st

Tuesday
September 22nd

Agenda



Workspring
Inland Steel Bldng
30 W Monroe St.
4th floor
Chicago, IL 60603

6:00PM

Meet at:

The Palmer House Hilton
17 E Monroe St.
Chicago, IL 60603
for trolley to dinner

12:00PM
Kick-off
(Lunch Provided)

12:45PM
Pushing Boundaries

2:15PM
Research Insights

3:15PM
Opportunity Sourcing

5:15PM

6:00PM

6:30PM
Dinner
City Winery

8:30PM

8:00AM
Breakfast Available

8:30AM
Decision Making

10:15AM

10:30AM
Future of Innovation
(Speaker Panel)

11:30AM
Opportunity Pursuit
(Includes lunch)

1:30PM
2:00PM **Conclusions**



1200 west randolph | 312.red.wine | citywinery.com

Venue Reference Information

Summit Venue

Workspring

Inland Steel Bldg
30 W Monroe St.
4th Floor – Studio 5
Chicago, IL 60603
P: (800) 605-9092

Monday 9/21

12:00pm - 5:15pm

(includes lunch)

and

Tuesday 9/22

8:00am – 2:00pm

(breakfast & lunch included)

Transportation to Monday Evening Mixer

All Participants meet in Palmer House Hilton Lobby @ Lockwood Bar at 6:00pm. Chicago Trolley will take us to City Winery

Palmer House Hilton

17 E Monroe St.
Chicago, IL 60603
P: (312) 645-1500

Monday 9/21

6:00pm - Meet up in the Lobby

of Palmer House Hilton

Trolley departs hotel

(from Wabash Street entrance)

Evening Mixer

The City Winery

1200 W Randolph St.
Chicago, IL 60607
P: (312) 226-0868

Monday 9/21

6:30pm - 8:30pm

*Special evening to include
food, wine and networking*

8:30-9pm Trolley back to downtown

Stops @Palmer House and nearby hotels

Event Contacts

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