



# INNOVATIONDAY 2011

October 21st

This INNOVATIONDAY 2011 is an exclusive day for professionals, academics and managers who are eager to explore new innovation opportunities, looking for creative ideas and exchange insights and thoughts with colleagues.

For this edition we made a selection of inspiring and challenging theme sessions about innovation: strategies, management, supply chain, development methodologies and technologies.

*By sharing knowledge we aim to stimulate your enthusiasm for innovation!*

Sessions will be presented by experienced speakers from both the professional and academic world to inspire and process new ideas. Innovation day 2011 gives you an exclusive opportunity to network with people and share your innovation challenges.

INNOVATIONDAY presents 16 parallel sessions. There is no admission fee charged. You can subscribe by filling out the form and mark your sessions of interest.

You can find the program details on [www.verhaert.com](http://www.verhaert.com).



Program	
9h30	Registration & welcome
10h00	Session 1
10h45	Session 2
11h30	Coffee break
11h45	Session 3
12h30	Lunch
13h30	Session 4
14h15	Session 5
15h00	Reception

## Partner contributions:

Deloitte.



## Registration form

Mr./Mrs.: \_\_\_\_\_

Company: \_\_\_\_\_

Function: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tel: \_\_\_\_\_

Conference material:  USB stick  Print-outs *(Please choose one)*

Create your personal agenda and select your top 5 lectures (see back):

- |                            |                            |                             |                             |
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| <input type="checkbox"/> 1 | <input type="checkbox"/> 5 | <input type="checkbox"/> 9  | <input type="checkbox"/> 13 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 6 | <input type="checkbox"/> 10 | <input type="checkbox"/> 14 |
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| <input type="checkbox"/> 4 | <input type="checkbox"/> 8 | <input type="checkbox"/> 12 | <input type="checkbox"/> 16 |

Please email this registration form to [veerle.thoen@verhaert.com](mailto:veerle.thoen@verhaert.com) or fax to +32 (0)3 254 10 08. Registration is free but required. There is a limited number of participants. A confirmation will be sent after registration.



## Event location:

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F.: +32 (0)3 254 10 08  
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[www.verhaert.com](http://www.verhaert.com)  
[www.mastersininnovation.com](http://www.mastersininnovation.com)

1. **Cases in Innovation Management: lessons learned** *by Deloitte*

The Deloitte Innovation Center helps their clients determining an innovation strategy and implementing an innovative culture within the company. During this session several case studies and the lessons learned will be presented.

2. **The IDEA-project: measuring local environmental stressors and their impact** *by Ghent University*

The IDEA project (lead by University of Ghent) focuses on environmental wireless sensor network development for air quality and noise measurements. Together with Verhaert they explore alternative applications, technology transfer and business potential opportunities.

3. **Verhaert Award** *by Christophe Willekens, Award Winner*

As recently graduated Master Integrated Product Development, Christophe Willekens will present his Master thesis about his 'Project Curve', an innovative excavator for small areas, or difficult to access. For this project, he has won the Verhaert Award.

4. **System simulation enables faster development and better products** *by LMS*

Based on decades of evolution, system simulation tools are expanding beyond highly specialised sectors as automotive, aerospace and some mechanical industries. Mature tools allow early system validation without in-depth knowledge of simulation techniques or technical components. Early discovery of design flaws and analysis of nominal and off-nominal behaviour results in less testing, better product quality and a shorter development track.

5. **The Innovation Whisperer: who is feeling up for the task?** *by Det Norske Veritas Certification*

Who are the people in or around your company that can strengthen the trust in innovation and how can you use this trust to offer a long term perspective to the innovation capacity?

6. **Creating agility in integrated product development** *by Verhaert*

What can the embedded world learn from integrated product development as basis for agile processes? In this presentation you will get an overview of this approach: from strategic product definition, to development towards industrialization. How do we increase agility in the product development process?

7. **System Requirements Analysis: The first step to value-based system development** *by Verhaert*

How can we diverge and converge system requirements into structured and clearly specified submodules? In this presentation we will talk about how to define a functional architecture and suitable system concept.

8. **How to optimize your product development: outsourcing your project or insourcing employees?** *by Verhaert*

Development and innovation are essential in our current European economy. To speed up and/or optimise your R&D process, project outsourcing and insourcing of R&D engineers will become more and more crucial. Which sourcing option is the most appropriate? What role can you expect from your suppliers? Relevant cases and witnesses will enlighten you on actual and future development evolutions.

9. **Product differentiation strategies - the holy grail in product innovation** *by Verhaert*

How do your products become more attractive than those of the competition? Indeed, differentiation avoids price pressure, but the holy grail of product management has many angles. In this session, several myths and best practices outline the recipes available to make it happen.

10. **Shape a successful innovation strategy using technology scouting** *by Verhaert*

Structured technology scouting should be regarded as just one of many activities for fulfilling an innovation strategy and can lead to step changes in business execution. In this session we describe the process of technology scouting, outlining the main stages in the process and showing the connection towards the company's innovation roadmap & goals.

11. **Smart Grid, opportunities for your business** *by Verhaert*

In the coming years our electricity network will change dramatically. Distributed power generation, coming from traditional and sustainable energy sources, will need an interactive system to manage production and consumption in an optimised way. This presentation will show you the impact and potential for interactive new products and business models in both B2B and B2C businesses.

12. **Who says Mechatronic industry is dead?** *by Verhaert*

How & when smarter machines lead to major innovations... How is globalization impacting the mechatronic industry? To secure their future, machine building corporations need to find new avenues for countering emerging low cost alternative production sites. This presentation questions how new technologies make machines smarter in the support of new and alternative business models.

13. **Building supply chains for innovative new products** *by Verhaert*

Once you have reached the final phase in the development of your new product, you want to bring your investment to the market in a well organized and smooth fashion. Performant supply chains are crucial in the introduction of new products. This presentation is about how to organize and select the right partners and collaboration models.

14. **The user is always right! But about what?** *by Verhaert*

We know that today's consumers are more demanding than before. This fact fortunately stimulates the innovation of tomorrow, but unfortunately challenges R&D teams in finding out consumer's latent needs and desires. Find out how to see your users as an opportunity for product innovation and how we can use some techniques to explore what is not existing yet.

15. **How to give your business model a successful make-over?** *by Verhaert*

Using a new business model can make your products and services more successful. It can help to escape the endless competition trap by approaching markets in a surprisingly new way. Innovation can be every part of business model if you are ready to change the traditional practice.

16. **Create value with technology!** *by Verhaert*

Technology remains an important enabler for value creation. Managing technology intensive product innovation requires an effective approach and specific processes. Verhaert will illustrate best practices with real life examples from Verhaert's long experience in this domain.

Papers are offered in English and sessions will be presented in Dutch. Upon request they can be given in English.

Your personal program will be submitted at registration.

Parallel programming may affect your personal selection.

