

INVENTOURS

5-Day Immersive Innovation Program New York (July 10 - 15 2016)



5-DAY INNOVATION PROGRAMS FOR GLOBAL EXECS TO ENERGIZE, INSPIRE & IMPROVE NEW PRODUCT DEVELOPMENT PROCESSES

Meetings with global innovators in their **workshops, studios, labs, offices, accelerators, to cross-pollinate new thinking**. Includes **tech, product design, food, fashion, retail, sustainability, packaging, hospitality & architecture**. Pre-work & debriefs help attendees apply insights to their firms for actionable new product development process improvements.

Key Topics

Exclusive meetings with diverse, leading innovators who share their approaches and philosophies. We see firsthand, how the physical and mental environments they create foster creativity.

What Attendees Receive

- Pre-work exercise with all the key elements of the new product development process and a self-assessment tool to highlight which parts of the company's processes are most in need of improvement. This will help focus what the attendee will seek most learn to about on the trip.
- Inspiration for innovation journal for recording each meeting's insights
- Feedback sessions throughout for attendees to share observations, insights and key take-aways
- One-on-one consulting with relevant best practice recommendations and new procedures to try back at the office
- Copy of Catalyzing Innovation book with innovation checklist for more methodical corporate brainstorms, and over 700 categorized, cross-industry, cross-region examples as stimuli for companies in any industry

Who Should Attend

- Heads of R&D
- Chief Marketing Officers
- Chief Creative Officers
- Heads of New Product Development
- Chief Innovation Officers
- Chief Disruption Officers

Previous Participants Testimonials

Inventours offers a high impact and unusually personalized opportunity to engage directly with innovation thought leaders across multiple industries in a foreign country. Participants enjoy the kind of far-reaching access to senior ranks of innovators nearly unheard of in the normal course of business life.

— **Len VanPopering, Chief Marketing Officer, Logan`s Roadhouse**
Inventours Copenhagen

Inventours programs are invaluable for executives charged with innovation and product development. Featuring a who's who list of innovators, the Inventours program is reinventing the executive education experience.

— **Lisa Lamberty, VP of Global and Regional Color, Avon**
Inventours New York

There is nothing more inspiring than hearing about a story of a great idea told by its own inventor... Inventours is not about powerpoint slides or just another executive course. It is about real passion, real life, hands on innovation! It has been an amazing journey to participate at Inventours Paris, for me as a Professional but as an individual as well. I can only recommend it!

— **Maria Tavares, Head of Color Innovation, DSM**
Inventours Paris

Having attended Michelle's Innovation Program in New York, it was clear that she not only had the ability to draw in top notch speakers and notable entrepreneurs, but that she was also quite capable of delivering an exciting and captivating program on a topic that is quite difficult to teach: innovation.

— **Nirankar Khalsa, Business Development Manager, Singapore Tourism Board**
Inventours New York

About the Instructor, Michelle Greenwald

Michelle Greenwald is a seasoned Fortune 100 marketing executive (Disney, Pepsi, Nestle, JWT) and marketing professor who has taught about new products, innovation and marketing at Columbia, Cornell, Wharton, NYU Stern, HEC Paris and IESE Graduate Schools of Business. She blogs for Forbes' CMO Forum and Huff Post Business and previously for Inc.com and is author of the book [Catalyzing Innovation](#). In addition to teaching executive education for top business schools, she has taught for the American Marketing Association, The Association of National Advertisers and the American Management Association, and guest lectures globally. Her boutique firm, Marketing Visualized, specializes in new products and marketing plan innovation.



Costs, Dates & What's Included

- Sunday group welcome dinner
- Transportation between venues each day
- Curated, best-in-class & wherever possible cutting edge breakfast, lunch and snacks
- Meetings with innovators in their offices, labs, studios
- Does not include hotel & airfare
- **Starts** Sunday July 10th through Friday July 15th
- **Early bird price** if booked before April 1st, \$6750. After April 1st, \$6950
- **Registration:** info@inventours.com