

# Luxembourg Innovation **MASTERCLASS 2011**

Open Lecture followed by a Seminar held by

**Prof. John Bessant (Exeter University, visiting Professor at Imperial College)**  
Conference Centre | Chamber of Commerce | Luxembourg

**27 October 2011** - Open Lecture

**28 October 2011** - Seminar on Innovation and Technology Management

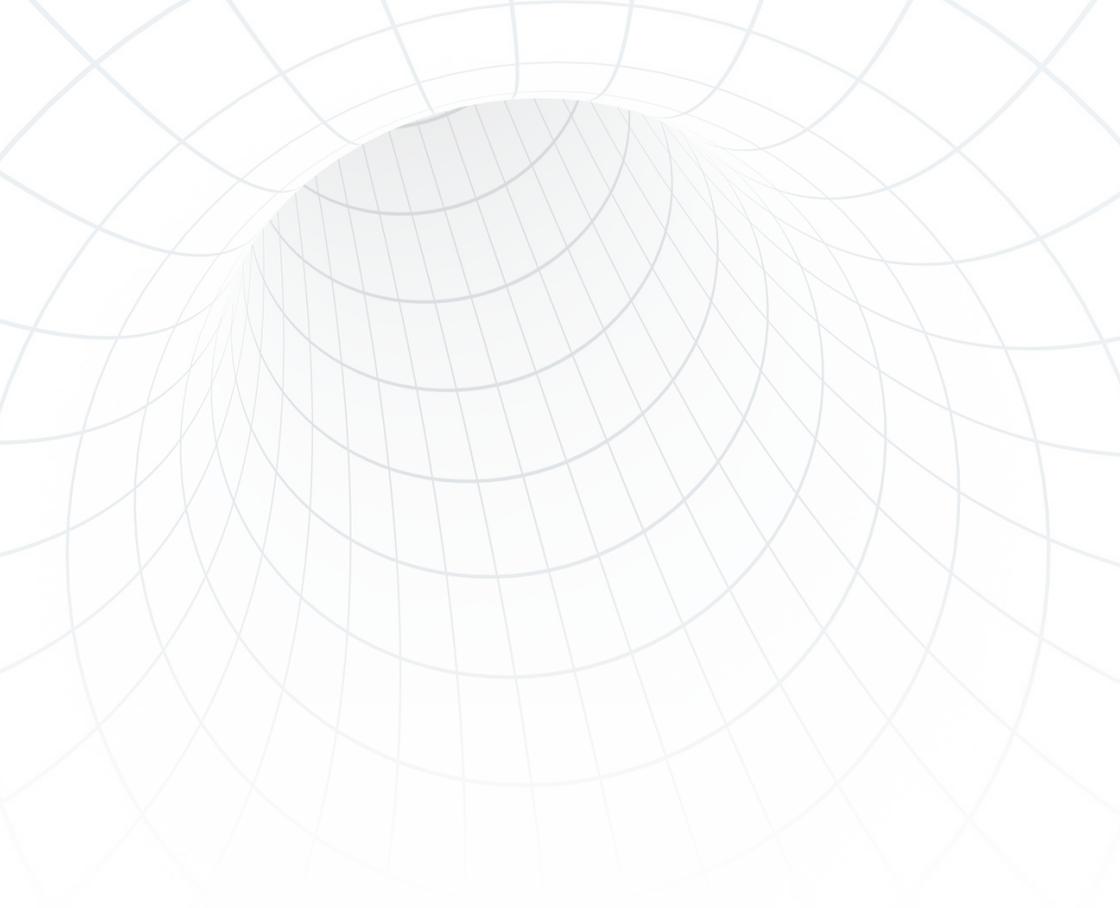
Gold Partners of the Luxembourg Innovation Masterclass 2011

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**Luxinnovation**, the National Agency for Innovation and Research, in collaboration with **Prof. John Bessant of Exeter University**, presents the Luxembourg Innovation Masterclass 2011.

## WHAT IS THE LUXEMBOURG INNOVATION MASTERCLASS?

First launched by Luxinnovation in 2010, the Luxembourg Innovation Masterclass is an **advanced training** that focuses on what is fast becoming one of the core competencies necessary for long term growth in the global economy: building competitive advantage through innovation capacity.

It is conceived as an intensive two-day programme of seminars, lectures and workshops aiming at training participants in the latest methods and tools necessary to make their organisation a world-class innovator. The great success of the 2010 edition, attracting more than 220 participants, encouraged Luxinnovation to establish the Innovation Masterclass as an annual event.

# PROGRAMME

The Luxembourg Innovation Masterclass 2011 consists of an Open Lecture and a one-day Seminar with workshops, both held by:  
Prof. John Bessant of Exeter University

**27 OCTOBER 2011** 18.00 - 19.30

## OPEN LECTURE ON “MANAGING KNOWLEDGE SPAGHETTI - THE NEW INNOVATION GAME”

Innovation is what it has always been – the challenge of creating value from ideas. But the context in which this is taking place has shifted, with a growing emphasis on knowledge flows and trading rather than simply knowledge production. The knowledge spaghetti, created by an environment which is globally distributed, richly networked and enabled by a raft of powerful new technologies will require organisations and individuals to learn new tricks to add to their innovation management repertoire.

This conference will explore major aspects of this emerging innovation environment and identify ways in which the game is being played by key actors in the private and public sector.

**Audience:** Professionals interested in how to use technology and innovation as a competitive asset.

**Price:** Free of charge.

**28 OCTOBER 2011** 08.30 - 17.30

## SEMINAR ON TECHNOLOGY AND INNOVATION MANAGEMENT

How can organisations create innovation fitness, the conditions which enable a steady stream of innovation to happen and how do they make sure these changes contribute to building and sustaining competitive advantage?

This one-day seminar will explore tools and techniques around managing innovation and highlight some key management actions to improve innovation fitness. It will use a combination of lectures, cases and workshop exercises to enable participants to:

- conduct an “innovation audit”, reflecting in a structured way on how innovation is managed within their organisations
- look at approaches to innovation strategy and reflect on how well the innovation space is being explored within their organisations
- develop a strategic action plan for effective innovation management in the future

**Audience:** CEOs, CTOs, R&D engineers, R&D managers.

**Price:** €450 per person.

# INVITED SPEAKER



Prof. John Bessant currently holds the Chair in Innovation and Entrepreneurship at Exeter University where he is also Associate Dean for Research and Knowledge Transfer. Additionally, he is teaching as a visiting Professor at the Imperial College in London.

## John Bessant, Bsc, PhD

Originally a chemical engineer, John has been active in the field of research and consultancy in technology and innovation management for over 25 years. In 2003, he was awarded a Fellowship with the Advanced Institute for Management Research and was also elected a Fellow of the British Academy of Management. He has acted as an advisor to various national governments and to international bodies including the United Nations, The World Bank and the OECD.

He is a regular speaker at corporate events, conferences and centres such as Cranfield, the Irish Management Institute and the Scandinavian Management Institute. Consulting clients include Toyota, Novo-Nordisk, Lego, Morgan Stanley, Coloplast, Corus, Danfoss, GSK, Grundfos, Hewlett-Packard, Kumba Resources.

He is the author of 15 books and many articles on the topic. His most recent books include "Managing innovation" (awarded the "best book" prize by the International Association for Management of Technology), "Innovation and entrepreneurship" and "High involvement innovation" (all published by John Wiley and Sons).



## HOW TO REGISTER?



To register, please go to our website: [www.masterclass.lu](http://www.masterclass.lu) or use your smartphone to scan\* this QR code.

## OPEN LECTURE ON INNOVATION MANAGEMENT

Free entrance – Registration mandatory.

## SEMINAR ON INNOVATION AND TECHNOLOGY MANAGEMENT

€450 per person – Registration is only valid upon reception of payment on account LU38 0019 1100 2828 2000 (BCEELULL) with reference “Masterclass 2011 [participant name and company]”.

Please note that only 20 seats are available and will be attributed on a “first come, first served” basis.

## HOW TO CONTACT US?

For any questions regarding your registration, please contact us at: [events@luxinnovation.lu](mailto:events@luxinnovation.lu)

For further questions please contact:  
Luxinnovation GIE, National Agency for Innovation and Research

### **Dr. Gaston Trauffler**

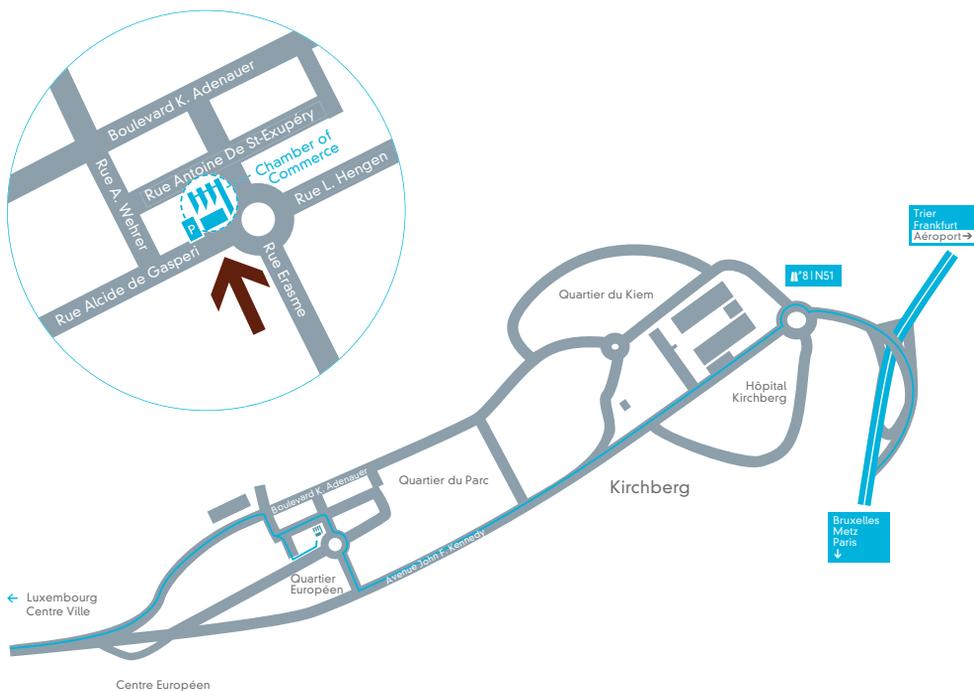
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\* To scan the code with your smartphone, download a free “QR Code reader” application.

# ACCESS MAP



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