

CROSS- ORGANIZATIONAL VALUE CREATION

Collaborative Innovation | Design Thinking | Business Models
13th Science-to-Business Marketing Conference
June 2 – 4, 2014 | Winterthur, Switzerland

S2B SCIENCE-TO-BUSINESS
MARKETING CONFERENCE
2014 Zürich | Switzerland

PLEASE JOIN US FOR ONE OF EUROPE'S KEY EVENTS ON COLLABORATIVE INNOVATION, DESIGN THINKING AND BUSINESS MODELS, FEATURING A BLEND OF INSPIRING SPEECHES, INTERACTIVE WORKSHOPS, VARIOUS TRACK SESSIONS, PANEL DISCUSSIONS AND INTERESTING SOCIAL ACTIVITIES.

Modern collaboration relationships, where research institutions are involved as well, lie at the heart of this conference. The conference aims to explore in depth how these new cooperative networks work, and facilitate the creation of new ones.

The conference brings together experts from research institutions, industry and intermediaries (e.g. TTO) to help foster a powerful environment of dialog and collaboration.

TOP 5 REASONS TO ATTEND

for innovation promotion professionals

- Learn about new ways to promote the transfer of knowledge and technology between universities and industry
- Get inspired to be even more targeted and results-oriented in your job
- Understand your clients and support them better
- Take advantage of the opportunity to discuss research ideas
- Exchange ideas with partners, speakers and participants

for business representatives

- Stimulate innovation by exploring new forms of science-business-collaboration
- Learn how to acquire government research funds through partnership with universities
- Utilize the opportunity to discuss research ideas

- Learn new ways on how to make innovation happen
- Connect with partners, speakers and participants

for university leaders

- Get inspired by successful science-to-business marketing approaches from other research institutions
- Learn about companies' needs and expectations on cross-organizational value creation
- Identify adequate financing partners
- Get valuable impulses on relevant innovation policy issues
- Engage with partners, speakers and participants

PROGRAM

Monday, June 2 (pre-conference day)

- 14:00 Take a trip to mount Säntis, the highest mountain in the Alpstein massif of northeastern Switzerland, dive into the world of science at the Swiss Science Center Technorama, visit Empa, an interdisciplinary research and services institution, or engage in an interactive workshop at the Technopark Winterthur.
- 20:00 Join us on a local pub tour!

Tuesday, June 3

- 08:30 Doors open with coffee and croissants
- 09:10 Keynote session
- 10:45 Break
- 11:15 Parallel tracks and workshops
- 12:45 Lunch
- 14:00 Parallel tracks and workshops
- 15:30 Break
- 16:00 Parallel tracks
- 17:00 Panel discussion
- 19:00 Wine and chocolate reception followed by a gala dinner at Europe's largest waterfall

Wednesday, June 4

- 08:45 Warm-up coffee
- 09:15 Keynote session
- 10:45 Break
- 11:15 Parallel tracks and workshops
- 12:45 Lunch
- 14:00 Parallel tracks and workshops
- 15:30 Break
- 16:00 Parallel tracks
- 17:00 Closing session

KEYNOTE SPEAKERS

Prof. Dr. Oliver Gassmann
Professor of Technology and Innovation Management, University of St. Gallen, Switzerland

Dr. Andy Polaine
Service and Experience Design Consultant, Writer, Educator

Dr. Matthias Kaiserswerth
Director of the IBM Research Laboratory Zurich, Switzerland

Prof. Dr. Thomas Baaken
Director of the Science-to-Business Marketing Research Centre, Germany

WORKSHOPS

- Making transnational partnering innovation work
- Potentials and challenges of multi-sided Public Private Partnerships
- Collaborative research – Learning through participatory scenarios
- The power of service design for business
- Design thinking – Show, don't tell
- How 'Service Dominant Logic' enables companies to create new business
- Science-to-business marketing revisited
- The UBC ecosystem – Understanding university-business cooperation
- How to raise researchers' awareness for business opportunities

LOCATION

ZHAW School of Management and Law, Volkartgebäude (SW)
St. Georgenplatz, Winterthur



REGISTRATION FEES

Signed up on April 25, 2014 (early bird):
CHF 550.-

Signed up after April 25, 2014: CHF 675.-

Day tickets (limited): CHF 350.-

PROGRAM DETAILS AND REGISTRATION

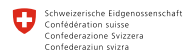
www.s2b-conference.com

contact@s2b-conference.com

PARTNERS



Materials Science & Technology



Kommission für Technologie und Innovation KTI

