



informa

5-Day Innovation Mini MBA

A fully immersive learning experience,
focused on progressing your innovation
practices, internally or externally



14 - 18 October 2018
Conrad Hotel, Dubai, UAE

Education Partner



Delivered by



New Innovation Programme in the UAE

A fully immersive learning experience, focused on unlocking and commercialising digital innovation

What sets this programme apart?

- Practical impact; a 5-day simulation of business innovation based on applying tools and understanding the different ways they can be used and linked together
- Looking at the whole picture with content spanning problem definition, ideation scaling & prioritisation, customer interviewing, business model transformation, measuring innovation, rapid prototyping and pitching
- Master the financial side of innovation by picking the right innovation metrics and KPI's for your project and get the funding you need by learning how to build a business case in under 60 minutes with a tool designed for non-accountants!
- Experiential engagement with learning brought about by working in small groups, while moving through a B2B or B2C case study.

ABOUT CPD



Continuing Professional Development (CPD) is the term used to describe the learning activities healthcare professionals, teams and organisations engage in to develop and enhance their skills, knowledge and abilities. All IHLM programmes are accredited by the UK CPD Certification Service: your assurance that their learning value has been independently scrutinised to assure integrity and quality.



ABOUT INFORMA

informa

Informa's training programmes and solutions are delivered by renowned industry experts and thought leaders with extensive practical experience. Our courses are stimulating, comprehensive and well structured, allowing delegates to enhance their professional development and capability.

We are a leading training provider in the Middle East, with a portfolio of subject matter across the following sectors:

• Audit, Risk & Governance • Business Operations • Engineering, Operations & Maintenance • Finance • Healthcare • Human Resources • IT • Leadership & Management • Marketing, Sales & Communications • Oil & Gas • Procurement & Supply • Professional Development • Project Management • Real Estate • Strategy Management • Telecoms

Your 5-day innovation journey

What you'll cover

Themes	You'll cover this	You'll do and experience this
Innovation imperative	What is innovation and why does it matter? <ul style="list-style-type: none">Commercial and consumer contextInnovation models in action	Define your problem statement and empathise with the user
Insight	How do you identify relevant and compelling insights and ideas? <ul style="list-style-type: none">Validate your problem statementInsight generation, tools and tricksUsing feedback and idea prioritisation	Fall in love with the right problem! Design effective questions and go out and interview your user. Collate feedback and ideate.
Proposition	How do you visualise your proposition and generate feedback? <ul style="list-style-type: none">Sketching and visualisation	Learn how, why and when to prototype, and get your own concept ready for the pitch.
Prototype and test	How do you build an effective business case? <ul style="list-style-type: none">Business Model InnovationChoosing Innovation Metrics that match your projectMeasuring innovation, build your business case and look at ROIStakeholder management	Look at different business model tools and patterns. Select the right metrics, build a business case quickly and easily and work on the best way to communicate value to your stakeholders
Pitch and embed	How do you build and deliver a compelling internal pitch? <ul style="list-style-type: none">Packaging the pitchPitching and winning	Pitch your idea and business case, gain insights on how to embed innovation in your organisation.

Is it for you?

Here's who the programme is created for

This learning experience is for individuals with the drive and ambition to move their careers to the next level and help change how their organisation innovates.

- **Challengers** are looking for the tools to make viable creations that make commercial and strategic sense
- **Disruptors** are looking to learn about the latest technologies that can help make creations which harness market demand
- **Innovators** are looking for guidance, inspiration and the tools to turn vision into reality

Profile

- Leaders across business functions tasked with driving successful change
- Executives looking to build internal capabilities for innovation and creativity within their teams
- Innovation professionals looking to reaffirm their current processes, stay updated on new research and learn new ways to use familiar tools
- Managers who want to innovate and who need the tools and confidence to build and promote a business case
- Large and medium-sized companies from across all sectors
- 4+ years experience in business

Job titles of delegates that have attended the programmes held in June and December 2017, in London & Dubai include:

Corporate Innovation Manager, Design & Concept Development Manager, Digital Propositions Director, Head of Finance & Business Development, Investment Technology Capability Lead, Offerings & Strategy Manager, Risk Manager, Material Innovation Scientist, Marketing Director and Business Analyst, Head – Operational Excellence, Sr Manager Information Services, Technical Executive ICT, Sr. Manager Strategy, Head - Feasibility Studies & Business Development

Companies that have attended the programmes held in June and December 2017, in London & Dubai include:

Vodafone, HSBC, Cancer Research UK, Schroders, Covestro, ASOS, RBS, Tetra Pak, Inmarsat, Rolls Royce, Zentiva, DeBeers, East Auto, Maldives Transport, DIMAM, RAK SME, STC Solutions, TECOM and more!

www.informa-mea.com/5-day-innovation-mini-mba

LEARN

Learn about the vital role innovation plays internally and externally in the current environment. Apply tried and tested tools and frameworks.



EXPERIENCE

Go out and interact with users, engage with heads of corporate and innovation practices, and encounter the challenges faced when rapidly creating a prototype.



ENGAGE

Work in small groups with other innovation strategists, managers and thought leaders across a variety of industries, to uncover new perspective and grow an idea into a real proposition.

DELIVER

Put the whole process into practice, build your prototype, your business case, your arguments and pitch to a panel of business heavyweights.

Benefits for you

- Learn how to practically apply innovation tools and methods that can be utilised in both B2B & B2C environments
- Feel confident in asking the right questions to support innovation, as well as conviction in choosing the right metrics for measuring your innovation practices
- Absorb fully the challenges of innovation by creating a working prototype with designers and your team
- Understand business model transformation and feel secure in how to build and pitch a business case for innovation
- Master the financial aspects of innovation by learning to build a business case and choose KPI's designed to get you funding and make your innovation a success
- Network with like-minded people and learn best practice from their experience in other industries
- Walk away with an Innovation Handbook including tools, research and videos to help you bring everything back into your business

Benefits for your organisation

- Help encourage an innovative culture in the business and provide a memorable, unique and powerful learning experience to high potential employees.
- Equip your innovation ambassadors with the latest tools, frameworks and industry best practice through working with peers from other industries.
- Bring innovation capabilities into your organisation and help create a common language for sustainable creativity
- Benefit from immediate commercial impact, from quickly validating ideas and turning them into viable products and services
- A better understanding of the barriers preventing successful innovation, to ensure you can begin progressing your internal initiatives

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Making Innovation Happen

Curriculum & Agenda

Sunday	Monday	Tuesday	Wednesday	Thursday
EMPATHIZE	VALIDATE & IDEATE	PROTOTYPE	BUILD	PITCH
Kick off: Welcome Objectives & agenda, teams & picking your case	Validate: gather customer insights with a powerful customer interview	Customer Journey Mapping (what if)	Business Model Innovation	Pitch Prep: Finalise the story/Develop the pitch
Innovation Imperative: mindset, key tools & models	Validating Continued: get out of the building and uncover the unmet needs	Sketching and Visualisation	Innovation Metrics - Set up for success by picking the right metrics for your project	Pitch & Win: Team Pitch
Empathize: defining the problem, stakeholder mapping	Ideation: generating, sorting and prioritising ideas and using feedback	Practical & Rapid Prototyping	Financials - use a simple financial tool to help build your business case & secure funding	Personal Planning: Enabling Change, Your next steps!
Empathise continued: creating your persona, customer journey mapping (current reality)	Team Reflection: Group Idea Selection	Business Model Canvas	Planning & Pitching: Utilise effective storytelling & overcome objections	Summary: Wrap up & review, feedback and closing

■ Keynote ■ Learn ■ Experience ■ Engage ■ Deliver

Programme timings: Registration will open at 8:00 on Day One and the programme will commence at 8:30 and conclude at 16:00 each day. There will be short refreshment breaks at appropriate times and an hour-long lunch break at 12:30.

www.informa-mea.com/5-day-innovation-mini-mba

Facilitator and delivery team:



RODY VONK

Speaker, Trainer and Facilitator on Innovation, Serious Creativity and Design Thinking

Rody Vonk has been working as an entrepreneur for over fifteen years. He started his working life as a creative concept developer in advertising agencies. Over the years he moved over to developing marketing and communication concepts and strategies for various companies and projects. Currently Rody uses his creative background to develop disruptive ideas and strategies for organisations that get stuck in their daily routine or projects. The learnings from these assignments are welcome examples and sources of inspiration in his trainings, workshops and presentations on serious creativity and innovation.

In his programs and presentations Rody Vonk helps his audiences to develop the right mindset and skills needed for innovation. Using tools and techniques from design thinking and lean startup, he takes participants and audiences on an innovation detour. A critical look at what the real problem is that needs to be solved, ideation sessions that inspire people to come up with those extreme ideas as food for disruption and a human-centered approach to stay on track with reality are part of this journey.

Rody trained, inspired and coached a great variety of people, anywhere from board room members of national banks to university and high school students in startup bootcamps, innovation projects and trainings on solving (social) issues.

Some of the clients Rody has worked for are:

- MTN Ghana (telecommunications)
- Police Organization Netherlands
- Rabobank (national bank)
- Dutch/Belgian Language Union
- City of Leiden
- University of Leiden

Furthermore Rody is affiliated with Speakers Academy, the biggest Dutch booking agency for speakers, coaches and trainers. He regularly publishes blogs and podcasts on innovation and creativity and is part of the Expert Podcast Network of the Dutch commercial radio station Business News Radio.



The Innovation Academy is part of Knect365 Learning, an informa business and works with companies experiencing a high level of disruption in their industry, who have struggled to structure or monetise their innovation practices and who want to create a consistent culture of innovation within their organisations.



Programme fees

COURSE FEE BEFORE 26 AUGUST 2018	COURSE FEE BEFORE 16 SEPTEMBER 2018	FINAL FEE
\$ 4,495	\$4,995	\$ 5,495

FOR COMPANIES:

3 or more individuals, contact: Andy at **+971 4 335 2483**
e-mail: **a.watts@informa.com**

FOR STARTUPS:

Contact Andy at **+971 4 334 2483**
or email **a.watts@informa.com** for a special discount

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to **register-mea@informa.com** marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
- For full details, please visit **www.informa-mea.com/terms-and-conditions-for-delegates**

How to register

Given the competitive nature of this immersive programme, there is a two stage application process:

STAGE 1

Complete the form on our website:
www.informa-mea.com/5-day-innovation-mini-mba

STAGE 2

Our lead education consultant will be in touch to verify your details and have a quick chat about your background to ensure you can make the most out of the programme.

Event Venue

Conrad Hotel, Dubai, UAE Tel: +971 4 444 7444

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:

Tel: +971 4 407 2693 Email: hospitality@informa.com

Get in touch today:

Call +971 4 335 2437


Email register-mea@informa.com

BC7429

Applications are now open and we'll close registrations when we've reached 25 high potentials



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Become part of this new and
unique learning experience!

We're looking forward to
hearing from you.



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