

AGENDA AT A GLANCE

MONDAY, MARCH 31, 2008 -AFTERNOON WORKSHOP OPTIONS

1:30	<i>Registration</i>	
2-5 pm	How to Reduce New Product Development Risk through Strategic Processes Tim Goodall, Motorola	Gathering the Voice of the Customer for Services: Are You Being Served? Gerry Katz, Applied Marketing Science, Inc. Greg Fitzgerald, Applied Marketing Science, Inc.

TUESDAY, APRIL 1, 2008 - THE SYMPOSIUM

Mastering the Service Innovation Process: Beginning with the Front End, to the Design & Development through to the Launch

8:00	<i>Registration</i>	12:30	<i>Networking Luncheon</i>
8:30	Opening Remarks from the Symposium Chairperson	1:45	FEATURED ACADEMIC Involving Consumers in Idea Generation and Idea Screening Olivier Toubia, Columbia Business School
8:45	Service Innovation vs. Product Innovation – What’s the Difference? Richard Notargiacomo, Eastman Kodak	2:30	OPEN SESSION! Preparing to Go to Market: Designing a Prototype that is Efficient, Quick & Reliable If you are interested in speaking in this session, please contact Susan Cook at scook@iirusa.com
9:30	KEYNOTE: Innovation is ONLY Possible as a Trifecta: How a Collaborative Iteration between Research, Strategy & Design Leads to Success Chris Conley, IIT Institute of Design	3:15	<i>Networking Break</i>
10:15	<i>Networking Break</i>	3:45	Get to Market Faster and Grow Your Business through Partnerships with Your Customers Mohammad Marashi, Intelsat
10:45	Idea Gathering Programs: Key Design Considerations Claudine Feibusch, Wells Fargo	4:15	ACTIVITY: Customer Experience Design Exercise- Map Out Your Conference Experience from Approach to Strategy to Results If you are interested in facilitating this session, please contact Susan Cook at scook@iirusa.com
11:30	GLOBAL PERSPECTIVE: Service Process Design and Optimization Dr. Peter E. Harland, Harland Media & Harland Consulting	5:00	<i>End of Monday Conference Activities</i>
12:15	ACTIVITY Creativity Exercise- Open up the Mind		

WEDNESDAY, APRIL 2, 2008 - MAIN CONFERENCE DAY ONE

7:00	<i>Registration</i>	
8:00	KEYNOTE: Opening Remarks & Presentation from the Conference Chairperson Designing your Business Model for Revenue and Profit Growth Jeneanne Rae, Peer Insight, Inc.	
8:45	ACTIVITY Speed Networking Exercise. Meet & Greet fellow attendees.	
9:05	KEYNOTE: Creating a Phenomenal Business through a Compelling Service Value Propositions. Ric Carey, Umpqua Bank	
10:00	<i>Networking Break</i>	
10:30	KEYNOTE: Developing a Customer-Centric Approach that Delivers a Loyalty-generating Customer Experience Joe Pinto, Cisco Systems, Inc.	
11:15	Change: A Never Ending Quest to Be Better Chris McCarthy, Kaiser Permanente	
12:00	<i>Networking Luncheon</i>	

Concurrent Sessions Begin

	Customer Experience for B2C		Customer Experience for B2B
1:30-2:15	OPEN SESSION! Shifting the Approach from Means to End Results: Focusing on Consumer’s Desired Outcomes to Innovate If you are interested in speaking in this session, please contact Susan Cook at scook@iirusa.com	1:30-2:15	Getting Through a Strategic Solutions: Shift Moving from Product Focused to Service Focused Peter Hand, Fujitsu Consulting
2:20-3:05	Translating Emotion: Lessons from the SPARC Innovation Program at Mayo Clinic Matt Maleska, Mayo Clinic	2:20-3:05	Applying a Multi-Pronged Program to Achieve Repeatable Results from Your Service Innovation Efforts Steve Josey, Crowe Chizek and Company LLC

3:05-3:35	<i>Networking Break</i>
3:35-4:20	Putting Innovation in the Box: Driving Transformation at Retail Bob Thacker, OfficeMax , Michael Winnick, gravitytank
4:25-5:10	How to Use Innovation to Drive Improvements in Personal and Team Productivity Fred Grafton, Caterpillar
5:10-5:30	SCAVENGER HUNT: Making the Intangible Tangible: Understanding the Power of Service Artifacts
5:30	<i>Cocktail Reception</i>

THURSDAY, APRIL 3, 2008 - MAIN CONFERENCE DAY TWO

7:45	<i>Morning Coffee</i>		12:15	<i>Luncheon</i>
8:00	Conference Recap & De-brief by Chairwoman. Discuss & Review Service Artifacts Collected Winners will be announced and prizes will be awarded	1:15	<i>Dessert & Coffee in the Exhibit Hall</i>	
8:30	INTERACTIVE SESSION Making Innovation Part of The Way You Work: GE’s Innovation Journey Rich Rischling, GE Crotonville	1:45	Building a Customer-First Culture: Empowerment & Innovation for Service Excellence Kelly Hanick, JPMorgan Chase and Co.	
10:00	<i>Networking Break</i>	2:30	OPEN SESSION - If you are interested in speaking in this session, please contact Susan Cook at scook@iirusa.com	
10:45	A Leadership Framework for Moving from the Funnel to the Cloud Melissa George, Consortium for Service Innovation	3:15	CONCLUDING KEYNOTE Service Science, Management, Engineering, and Design (SSMED): A Next Frontier in Education, Innovation and Economic Growth James C. Spohrer, Ph.D , IBM Almaden Research Center	
11:30	KEYNOTE: Exploring the Boundaries of Service Design – Process and Methods for Getting to the Heart of the Service Experience Shelley Evenson, Carnegie Mellon University	4:15	<i>End of Conference Activities</i>	