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The **Eleventh** Annual MRT/PDMA International Congress on
Open Innovation & Co-Development

CoDev 2012

La Jolla, CA
February 13-15, 2012

Achieving Higher Open Innovation Returns While Managing Risk, Costs & Uncertainty

*A two-day conference
focused on how to create
a thriving innovation
engine by building the
capacity to readily
evolve open business
models, new
engagement platforms,
partnership deal
structures and corporate
culture to meet ever
changing marketplace
conditions.*

LEARN TO:

- > Evolve open business models to create new pathways to value
- > Reduce risk and uncertainty by expanding the breadth of your solutions with open innovation
- > Develop new engagement platforms to co-innovate with partners and suppliers
- > Create and implement complex open innovation deal structures for short and long-term open innovation partnerships
- > Attract and motivate top talent to drive innovative growth

KEYNOTE PRESENTERS



Ivette A. Bassa
Vice President, Research,
Development & Quality,
Kraft Foods Latin America



Owen Carryl, PhD
Vice President,
External Innovation,
Avery Dennison



Fred van Ommen
Senior Vice President,
Innovation,
Philips



Joel West, PhD
Professor, Innovation &
Entrepreneurship,
Keck Graduate Institute

PRACTITIONERS' INSIGHTS AND BRAND NEW CASE STUDIES FROM:

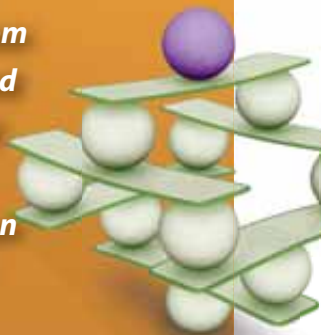
The Clorox Company ■ **Pepsico** ■ **Duane Morris LLP** ■ **ConocoPhillips**
■ **The Hershey Company** ■ **General Mills** ■ **Siemens AG** ■ **Mars Inc.** ■
AOL ■ **Nestlé Purina Petcare** ■ **GOJO Industries** ■ **UnitedHealthcare**
■ and more



Call 800-338-2223 or 781-891-8080 or reserve online at www.CoDevPD.org

“CoDev provides an unparalleled opportunity to meet and learn from open innovation professionals and establish relationships that could make your company (and you) more successful in leveraging open innovation for business success.”

Joan Isman, Kraft Foods, Inc.



The **Eleventh** Annual MRT/PDMA International Congress on
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**Achieving Higher Open Innovation Returns
While Managing Risk, Costs & Uncertainty**

OVER THE PAST ELEVEN YEARS, THE CODEV CONFERENCE HAS chronicled the steady growth of co-development and open innovation efforts across industry. *CoDev* conferences have also provided a pivotal venue where all levels of open innovation practitioners can share their insights, openly discuss obstacles and challenges, and share potential solutions as the complexity of external innovation now spans multiple functions, organizations and geographies.

The PDMA/MRT 11th Annual International Congress, **CoDev 2012: Achieving Higher Open Innovation Returns while Managing Risk, Costs and Uncertainty**, to be held February 13–15, 2012 at the Hyatt Regency–La Jolla at Aventine, is assembling another outstanding faculty of open innovation ambassadors with an extraordinary depth of knowledge and experience in collaborative innovation efforts. This year’s program is taking a closer look at how open innovation efforts via new business models and engagement platforms are alleviating cost/risk constraints and yielding higher value deals. *CoDev 2012* brand new keynotes and case studies from early adopters as well as companies who’ve just launched their efforts in the past two years. Exemplary innovation leaders from **The Clorox Company, Pepsico, Duane Morris LLP, ConocoPhillips, The Hershey Company, General Mills, Siemens AG, Mars Inc., AOL, Nestlé** and others plan to share their open innovation journeys, lessons learned, and future steps.

In addition, *CoDev 2012* offers multiple opportunities via extended Q&A, facilitated small group learning sessions, panel sessions, networking sessions, breakfasts, luncheons and receptions to meet and ask questions of our faculty members, connect with other innovation leaders and extend your innovation network to include some of the top open innovation thought leaders. If you are looking for the most up-to-date practitioner based content on open innovation, *CoDev 2012* promises to once again deliver on all fronts. Reserve your seat today, and join us for an important discussion on current and future trends in open innovation and how you can capitalize on them to gain more value from your open innovation investments.



Cheryl Perkins, Conference Chair
President & Founder, Innovationedge

Who Should Attend

This event typically draws 250+ chief technology officers, vice presidents, managers, and directors of open innovation, innovation, product development, R&D, continuous improvement, engineering, manufacturing, and more from a cross-section of industries, including aerospace, medical devices, consumer goods, pharmaceuticals, biotech, oil & gas, electronics, hi-tech, defense, and others.

Attend CoDev 2012 and Learn to:

- > Identify new ways to accelerate the pace at which your organization adapts to changing marketplace conditions
- > Reduce risk and uncertainty and expand the breadth of your solutions with open innovation
- > Evolve open business models to create new pathways to value—exploit opportunities and generate new wealth by building the flexibility for your organization to adopt new business models and practices swiftly
- > Develop new engagement platforms to co-innovate with partners and suppliers
- > Understand the subtle nuances necessary to successfully develop and implement complex OI deal structures for short and long-term open innovation partnerships
- > Build networks that organize around core capabilities to deliver more innovative solutions
- > Manage the practical challenges of building global open innovation networks
- > Attract, motivate and maintain top innovation talent to drive company culture and achieve innovative growth

Call 800-338-2223 or 781-891-8080 or reserve online at www.CoDevPD.org

Program Agenda

Monday, February 13 Pre-Conference Workshops

- 8:00 – Noon **A. *Business Models Changing the Landscape of Open Innovation*** – Cheryl Perkins, President & Founder, and Pat Clusman, Chief Operating Officer and Director, Innovation Capabilities Development, **Innovationedge**; with guest speakers **George Wells**, Director, Tech Transfer, **Nestlé Purina Petcare**, and **Meridith Baratz**, Vice President, Market Solutions Product and Innovation, **UnitedHealthcare**
- B. *Identifying, Prioritizing and Managing the “Critical Few” Metrics of Open Innovation*** – Wayne Mackey, Principal, PDC Inc.
- Noon – 1:00 Lunch
- 1:00 – 5:00 **C. *Complex Deal Structures—Finding the Right Approach for Successful Partnerships and Mutual Gain*** – Gene Slowinski, Rutgers University and Philip C. Ward, PhD, Principal Scientist, Food Research & Discovery, **The Hershey Company**
- D. *Leading Innovation—Creating a Growth Engine*** – Jane M. Stevenson, Vice Chairman, Board & CEO Services, Korn/Ferry International
- 5:30 – 6:30 Networking Reception

Tuesday, February 14 Conference Day One

- 7:00 – 8:00 Registration / Continental Breakfast
- 8:00 – 8:30 Opening Remarks – PDMA and MRT / Welcoming Remarks – Cheryl Perkins, Conference Chair, **Innovationedge**
- CREATING NEW PATHWAYS TO VALUE WITH EVOLVING OPEN INNOVATION BUSINESS MODELS**
- 8:30 – 9:30 KEYNOTE: *Changing Customer Behavior Requires Granularity in Innovation* – Fred van Ommen, Senior Vice President, Innovation, **Philips**
- 9:30 – 10:00 CASE STUDY: *Increasing Business Unit Receptivity to Ideas from Inventors & Entrepreneurs*, Navin Kunde, **The Clorox Company**
- 10:00 – 10:30 CASE STUDY: *Partnership Engagement Models: Assessing Alignment for Mutual Gain* – Ton Langelier, **Mars Inc.**
- 10:30 – 10:45 Refreshment Break / Exhibits Open
- 10:45 – 11:15 CASE STUDY: *Creating an Open Innovation Culture Using Crowdsourcing Methodology in an Internal & External Innovation Ecosystem* – Bernd Blumoser, **Siemens AG**
- 11:15 – 12:15 KEYNOTE: *Expanding Open Innovation as a Key Driver of Business Growth* – Owen Carryl, PhD, Vice President, External Innovation, **Avery Dennison**
- 12:15 – 1:30 Lunch
- 1:30 – 2:45 **Group Learning Sessions**
- 2:45 – 3:00 Refreshment Break / Exhibit Hall Open
- 3:00 – 4:30 **CASE STUDIES – TRACK A. DEVELOPING NEW ENGAGEMENT PLATFORMS TO CO-INNOVATE WITH PARTNERS AND SUPPLIERS**
- > *Global Networks of Excellence Drive Innovation at ConocoPhillips* – Dan Ranta, **ConocoPhillips**
- > *General Mills’ X3 Process—Tools, Processes and Best Practices for Engaging External Solution Providers* – Dr. Michael Antinone, **General Mills**
- > *Engaging Partners for Open Innovation—a PepsiCo Perspective* – Ricardo Ruiz de Gopegui, **Pepsico**
- CASE STUDIES – TRACK B. TOOLS, METHODS AND PROCESSES TO DRIVE OPEN INNOVATION PERFORMANCE**
- 4:30 – 5:00 Recap and Discussion of Conference Learnings – Cheryl Perkins, Conference Chair, **Innovationedge**
- 5:30 – 7:00 Networking Reception / Exhibit Hall Open

Wednesday, February 15 Conference Day Two

- 7:00 – 8:00 Conference Registration / Continental Breakfast / Exhibit Hall Open
- 7:00 – 7:45 **Sponsored Breakfast Presentation**
- 8:00 – 8:15 Day Two Opening Remarks – Cheryl Perkins, Conference Chair
- 8:15 – 9:15 KEYNOTE: *Open Innovation’s Role in Fueling Kraft’s Successful New Product Pipeline* – Ivette Bassa, Vice President, Research, Development & Quality, **Kraft Foods Latin America**
- 9:15 – 10:00 INTERACTIVE PANEL SESSION: *Open Innovation Complex Deal Structures—A Cross Industry Perspective* – Michael A. Fischer, John M. Neclerio, and Gregory M. Lefkowitz, **Duane Morris LLP**
- 10:00 – 10:30 Refreshment Break / Exhibit Hall Open
- 10:30 – 11:30 **Group Learning Sessions**
- 11:30 – 12:30 **CASE STUDIES – TRACK A. DRIVING ROI WHILE MANAGING RISK AND UNCERTAINTIES**
- > *Delivering ROI when Building Global Open Innovation Networks* – Roger Leech, **Unilever**
- > *Maximizing ROI via Open Innovation and Technical Roadmapping* – Robert Gray, PhD, **GOJO Industries**
- CASE STUDIES – TRACK B. SOCIAL MEDIA AND OPEN INNOVATION**
- > **Starbucks** (invited)
- > *Leveraging the Latest Social Web Technologies to Create a Value Exchange with Consumers*, Jennifer Willey, **AOL**
- 12:30 – 1:30 Lunch
- 1:30 – 2:30 KEYNOTE: *Gaining Competitive Advantage through Strategic Openness* – Joel West, PhD, Professor of Innovation & Entrepreneurship, Keck Graduate Institute
- 2:30 – 3:00 CASE STUDY: **Sony** (invited)
- 3:00 – 3:30 Conference Wrap-up and Takeaways – Cheryl Perkins, Conference Chair

Keynote Presentations

Open Innovation's Role in Fueling Kraft's Successful New Product Pipeline



Ivette A. Bassa
Vice President,
Research,
Development &
Quality, **Kraft Foods**
Latin America

Ms. Bassa will provide an overview of the brands and portfolio for the Latin American Operations. She will show how their internal innovation efforts coupled with successful open innovation partnerships have led to a pipeline of consumer preferred products. These efforts have evolved from a strong foundation and will continue to deliver value for years to come.

TAKEAWAYS:

- > Benefits seen to date for open innovation
- > Examples of the process and a few tools that have enabled the delivery of new products
- > Linkages to corporate capability hub
- > Description of what's next in their open innovation journey

Ivette A. Bassa is Vice President of Research, Development & Quality for Kraft Foods Latin America, based in Coral Gables, Florida. She is responsible for product and package development, corporate quality, regulatory and scientific affairs programs in the Region. Ms. Bassa started her career at Kraft Foods in 1986. She developed expertise in gelatins, puddings and pies by working on numerous line extensions, quality improvements and productivity projects, including those related to functional ingredients in the various products and strategic supplier alliances. In 2000 she became Director of Research & Development and Quality for Kraft Canada, where she integrated the Nabisco organization into Kraft Foods Canada. In September of 2002, she joined the Latin America Division of Kraft Foods as Director of the Beverages and Chocolate categories.

Expanding Open Innovation as a Key Driver of Business Growth



Owen Carryl
Vice President,
Open Innovation,
Avery Dennison

Historically, Avery Dennison relied primarily on internal/closed innovation to drive business growth with occasional acquisitions and strategic partnerships. More recently, the company has increased its outward focus to better understand end-user needs and more effectively find external innovative solutions.

Avery Dennison recently opened its Open Innovation Office with the goal of bringing more discipline to its external focus and to leverage open innovation as a key driver of business growth.

TAKEAWAYS:

- > How to quickly build your company's open innovation capability—focusing on the right people, partners and processes
- > Examples of "quick wins" and use of appropriate metrics to track the impact of your open innovation activities

Owen Carryl is Vice President of External Innovation at the Avery Dennison Corporation (AD). In this role, he is responsible for building the Avery Dennison's Open Innovation Network (ADOIN) to significantly enhance access to external innovators, dramatically expanding Avery Dennison's ability to identify new partnership, co-development, licensing or acquisition opportunities that will enhance Avery Dennison's ability to bring new solutions to market quickly and efficiently. Prior to joining Avery Dennison, Owen worked for five years at PepsiCo and was instrumental in transforming Frito-Lay's open innovation. Owen holds a Ph.D. in physiology and biophysics from Howard University and spent two years in post-doctoral training at Walter Reed Army Institute of Research.

Achieving Competitive Advantage through Strategic Openness



Dr. Joel West
Professor of Innovation
and Entrepreneurship,
Keck Graduate
Institute

Firms have used strategies such as open innovation, open source software, and open standards to advance the firm's interests by winning buyer adoption, maximizing returns to innovation or attract others to create value (West, 2003; Chesbrough, 2003; Simcoe, 2006). All are examples of what Dr. West defines as "strategic openness," that is, the selective opening of a firm's control of its technology, innovations and other outputs in order to gain competitive advantage. This presentation will include a review of Dr. West's prior research on semi-open strategies by Apple and IBM and will offer a general typology of strategic openness, its antecedents and uses.

TAKEAWAYS:

- > Openness can be used to gain competitive advantage
- > Openness can be found in numerous domains, and with varying degrees
- > There are two types of openness - involuntary and voluntary (strategic)
- > Openness has risks, but strategic openness usually provides more control over those risks

Dr. Joel West is Professor of Innovation & Entrepreneurship at the Keck Graduate Institute of Applied Life Sciences. An internationally known researcher on innovation management, Dr. West is particularly known for his work on open innovation, as co-editor of *Open Innovation: Researching a New Paradigm* (Oxford, 2006) and co-founder (with Henry Chesbrough) of the Open Innovation Community. His other research areas include renewable energy, entrepreneurship, intellectual property, open source software, international business and strategies for IT vendor firms. Dr. West holds a Ph.D. in management from the University of California, Irvine, and an S.B. in interdisciplinary sciences (meteorology) from MIT.

Special Features

Cutting-Edge Keynote Presenters:

Hear what top open innovation industry leaders have to say about the current state of open innovation, how they are advancing open innovation efforts within their respective companies, lessons learned and potential future directions.

Interactive Panel Session:

This year's program features an interactive panel session on the topic of Managing IP in Complex Deal Structures. You'll hear from three top legal experts who are steeped in deal structuring experience across multiple industries on topics that include:

- > Owning and sharing intellectual property in co-development relationships in ways that incentivize the parties
- > Identifying and avoiding common pitfalls
- > Considerations for different types of intellectual property and different technology areas, including biotech, media, and high tech
- > Managing risk in co-development relationships

Facilitated Group Learning Sessions:

participate in small, breakout groups to analyze conference take-aways, process key learnings and develop an action plan for implementation.

Choice of 4 In-depth Pre-conference Workshops:

Receive guidelines and how-tos on open innovation business models, innovation talent management, complex deal structures and open innovation metrics. See next page for details.

Reference Binder: Complete binder with case examples, handouts and data to serve as a permanent reference. Special follow-up package sent electronically to all participants with conference summary, downloadable files, and extra notes.

Early-Bird Discount: Reserve by January 20th and receive a \$200 discount off the conference fee.

100% Satisfaction Guaranteed!

No risk, no obligation.

Group Discounts: Groups of 3 or more may deduct \$100 per person. Groups of 5 to 10 may deduct 15% from the total, groups of 11 or more may deduct 20%.

Distinguished Faculty



Dr. Michael Antinone
Associate Director,
Worldwide Innovation
General Mills



Meredith Baratz
Vice President, Market
Solutions Product and
Innovation
UnitedHealthcare



Ivette A. Bassa
Vice President, Research,
Development & Quality
Kraft Foods Latin America



Bernd Blumoser
Chief Technology Officer
Open Innovation Program
Siemens AG



Owen Carryl, PhD
Vice President, External
Innovation
Avery Dennison



Pat Clusman
Director, Innovation
Capabilities Development
Innovationedge



Mark A. Fischer
Partner
Duane Morris LLP

Robert Gray, PhD
Director of New Technology
and Alliances
GOJO Industries, Inc.



Navin Kunde, PhD
Partnerships Leader
The Clorox Company



Ton Langelier
Global External Innovation
Director
Mars Inc.



Roger Leech
Open Innovation Portfolio
and Scouting Director
Unilever



Gregory M. Lefkowitz
Registered Patent Attorney
Duane Morris LLP



Cheryl Perkins,
Conference Chair
President & Founder,
Innovationedge

BusinessWeek magazine and named as a top executive driving vision within the consumer goods industry by *Consumer Goods Technology* magazine. As president of Innovationedge LLC, she is leading companies across many industries build innovation capabilities and define sustainable growth opportunities. Her work also involves designing and implementing organizational structures, processes, systems and tools that enable open innovation and growth. These include but are not limited to ambidextrous growth incubators for new business development, design capabilities, strategic alliances and partnerships, environmental sustainability, safety and regulatory affairs, disruptive technologies and product brokering, and portfolio management.



Wayne Mackey
Principal
PDC Inc.



John M. Neclerio
Partner
Duane Morris LLP



Fred van Ommen
Senior Vice President,
Innovation
Philips



Dan Ranta
Director of Knowledge
Sharing
ConocoPhillips



Ricardo Ruiz de Gopegui
Director, Packaging R&D
PepsiCo



Gene Slowinski
Director, Open Innovation
Research, Graduate School
of Management
Rutgers University



Jane Stevenson
Vice Chairman, Board & CEO
Services
Korn/Ferry International



Philip C. Ward, PhD
Principal Scientist, Food R&D
Department
The Hershey Company



George Wells
Director, Tech Transfer
Nestlé Purina Petcare



Joel West, PhD
Professor, Innovation &
Entrepreneurship
Keck Graduate Institute



Jennifer Willey
Industry Practice Leader,
CPG & Health Categories
AOL

8:00 am – Noon | **Workshop A**

Business Models Changing the Landscape of Open Innovation



Cheryl Perkins, President/Founder, and **Pat Clusman**, Chief Operating Officer and

Director of Innovation Capabilities Development, **Innovationedge**; with guest speakers **George Wells**, Director, Tech Transfer, **Nestlé Purina Petcare**, and **Meredith Baratz**, Vice President, Market Solutions Product and Innovation, **UnitedHealthcare**

Many companies are defining and implementing new business models to deliver growth through open innovation. These business models are creating new pathways to value:

- > Looking outside your boundaries for ideas, technologies and intellectual property
- > Integrating R&D and business model innovation to drive commercialization
- > Fostering collaboration with customers and suppliers
- > The role of innovation intermediaries in opening business models

This workshop will help you identify key elements of business models required for you to deliver results in a timely fashion. The components of the new business models will be brought to life through case presentations, facilitated exercises and rich discussion. You will be led on a journey through the open innovation business model basics and will learn about critical elements including:

- > Understanding the role business models play in building a solid open innovation foundation
- > Introducing insight to better define and align business models and R&D/OI projects to overall business objectives and results
- > Managing partnerships and alliances through new business models to deliver the results by allocating the appropriate resources and striking the right mix/balance
- > Collaborating for a win-win proposition

8:00 am – Noon | **Workshop B**

Identifying, Prioritizing and Managing the “Critical Few” Metrics of Open Innovation



Wayne Mackey, Principal, PDC Inc.

Everyone knows that open innovation is an inherently risky endeavor with potentially great benefits. But that doesn't mean that everything about OI has to be uncertain. Well-understood risks with robust predictive metrics behind them provide clarity on the key issues of OI value. By applying marketplace and capability-based risk *identification* and realistic risk *assessment*, we can prioritize the make or break issues of open innovation. This session provides a visual, easy to implement method of prioritizing risks and then applying predictive metrics to them that we can use to run successful OI projects.

Specific, actionable take-aways from this session include:

- > A simple tool to identify make or break issues of OI
- > A visual approach to assess the level of OI risk, based on customer value & capability
- > Methods, tools and checklists to use in setting predictive OI metrics
- > A low-overhead governance model for predictive OI metrics reviews

1:00 – 5:00 pm | **Workshop C**

Complex Deal Structures—Finding the Right Approach for Successful Partnerships and Mutual Gain



Philip Ward, PhD, Principal Scientist, Food R&D Department, **The Hershey Company**, and **Gene Slowinski**, PhD, Director, Open Innovation Research, Graduate School of Management, Rutgers University

Once your company has identified an open innovation partner, the next critical step is to structure the deal to allow for mutual success and to accurately define the scope and scale of the partnership. This workshop will use real case examples to outline the critical components of writing a co-development partnership agreement. These examples can be applied to a wide variety of complex deal structures including supplier relationships, small technology-based firm deals and university spinouts. Specifically, you will learn:

- > How to determine the boundaries of your specific agreement and how to use these boundaries to allocate intellectual property rights between partners (both foreground and background)
- > Best practices for determining royalty rates, upfront payments, and milestone payments; including how firms link these payments to the overall value of the relationship
- > How the Hershey Company uses deal structuring to guide each step of the CoDev process including gaining internal alignment, optimizing the due diligence process, negotiating the deal, selecting the governance model and preparing for implementation

1:00 – 5:00 pm | **Workshop D**

Leading Innovation—Creating a Growth Engine



Jane M. Stevenson, Vice Chairman, Board & CEO Services, Korn/Ferry International

The word "innovation" is often used as a proof point for growth, but what does it really mean? How, as a leader, can one harness its power and utilize it as a competitive weapon for winning in the marketplace? Join Jane Stevenson, co-author of best selling book *Breaking Away—How Great Leaders Create Innovation that Drives Sustainable Growth and Why Others Fail* to explore these and other questions. Ms. Stevenson will outline what it takes in today's economy to attract the talent you need to build and drive a sustainable growth engine fueled by innovation. This session will:

- > Demonstrate a groundbreaking framework that not only defines innovation, but also identifies four distinct types of innovation and the unique profile of leadership, culture, risk and sustainability for each
- > Leave you with a practical road map for activating innovation in the marketplace, in your company and as an individual leader
- > Give you the tools to understand the competencies that will make talent a high-impact fit—the “secret sauce” that defines success for any organization
- > Accurately assess the type of innovation that your organization needs, and what type of leader and culture will create an innovation trifecta for your organization
- > Identify factors that define organizations that consistently attract the best innovation leaders. Illustrate how to find and shape that talent
- > Assess the outlook for innovation talent going forward

Key Benefits

By attending CoDev 2012, you will learn:

How to adapt and evolve open innovation business models to create win-win propositions.

How to connect with the right partners to help you build and strengthen your organization's open innovation capabilities.

Avery Dennison's approach to expanding its open innovation capabilities—focusing on the right people, partners and processes and key metrics to track the impact of open innovation activities.

General Mills' X3 Process for guiding project teams to select the right approach for engaging and vetting external solution providers.

The tools and processes **Mars Inc.** uses to test whether potential partners can fulfill the critical parameters (scope, resources, ROI structure, relationship and boundaries) necessary to deliver a win-win partnership.

Pepsico's approach to partner engagement—key strategies to maximize the return of your investment, select the right partners and avoid common mistakes.

The practical challenges of building global open innovation networks and how leading companies are addressing and overcoming these obstacles.

The impact of Global Networks of Excellence on increasing business value at **ConocoPhillips**; key steps to create a knowledge-sharing culture across a large, global company and how to tie it to your innovation framework.

How **Clorox** increases the acceptance rate of external innovation submissions; the critical role of internal cross-functional innovation teams.

The competitive advantage that companies like Apple and IBM have achieved through "strategic openness"; the selective opening of a firm's control of its technology, innovations and other outputs to catapult innovation.

Cross-industry strategies for managing IP in complex deal structures; specifically, how to own and share IP in co-development relationships in ways that incentivize the parties.

Hershey's approach to structuring and negotiating complex deals—tools used to evaluate deals and make quick go/no go decisions.

How to shift and evolve your company culture to drive higher value deals.

Siemens' use of crowdsourcing methodology in both internal and external innovation ecosystems to drive its open innovation culture.

Identifying and implementing metrics for open innovation success.

AOL's successful efforts at leveraging social media to create value exchange with consumers—opening the channels for co-development with consumers.

How **Kraft Foods** achieved a highly successful pipeline of consumer preferred products by striking the right balance of internal innovation efforts and open innovation partnerships.

A Great Place to Meet Your Market!

The optimal conference experience includes learning about available resources, products and services that enable successful implementation of the concepts presented. CoDev traditionally attracts 200+ senior and mid-level executives from large and growing multinational firms across all industries. Sessions, exhibits, and networking activities are closely intertwined and each sponsor is highly visible. Take advantage of this opportunity to meet industry leaders in a setting conducive to shared learning and relationship-building.

For more information on how to position your firm as a sponsor or exhibitor, contact Beth Schragar at 978.263.9931 or bschragar@comcast.net.

about Management Roundtable



The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new strategies

and processes that enable speed, innovation, profitability, and overall competitive advantage. Founded in 1980, Management Roundtable publishes research reports, newsletters, and leading practice guides and hosts a variety of specialized (both public and onsite) conferences, workshops, and audio-sessions. Its online offering, *Fast Track*, provides continuous, unlimited access to competitive insights and best practices. www.managementroundtable.com

about the Product Development & Management Association (PDMA)



Founded in 1976, the Product Development & Management Association is the only non-profit organization dedicated to advancing the art and science of

product development. PDMA's mission is to improve the effectiveness of people engaged in all aspects of developing and managing new products—both new manufactured goods and new services. This mission includes facilitating the generation of new information and making it available worldwide. With more than 3,500 members in 50 countries, PDMA offers members and the product development community leading-edge thinking, state-of-the-art research, and the very latest information on key trends, processes, tools, and best practices. In addition, PDMA is the source for NPDP certification, an internationally recognized qualification of product development achievement and knowledge, which has now been awarded to over 1,000 professionals worldwide. For details, visit www.pdma.org/certification.

conference sponsors



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92 Crescent Street
Waltham, MA 02453

4 WAYS TO REGISTER

- Call:** 800-338-2223 or 781-891-8080 (weekdays, 9:00am – 5:30pm EST)
Fax to: 781-398-1889
Internet: www.CoDevPD.org
Mail to: Management Roundtable 92 Crescent Street, Waltham MA 02453

PROGRAM INFORMATION

DATES: *CoDev 2012* will be held February 14-15, 2011. Registration/continental breakfast begins at 7:00 am. Sessions begin at 8:00 am on Tuesday, 2/14 and conclude at 3:30 pm on Wednesday 2/15. Pre-conference workshops offered Monday, 2/13 from 8:00 am – 12:00 noon and 1:00–5:00 pm; registration/breakfast begins at 7:00 am.

VENUE & HOTEL ACCOMMODATIONS: The conference will be held at the Hyatt Regency La Jolla at Aventine, 3777 La Jolla Village Drive, San Diego, California, USA 92122. For room reservations, please call 1-888-421-1442. A limited block of rooms is available at a special discounted rate of \$179/night until January 12; mention that you are attending “*CoDev 2012*” (please reserve early to ensure availability).

PROGRAM FEES: Note that *CoDev* alumni, MRT Fast Track members and PDMA members receive the Member rate—\$200 less per person than the non-member rate. Fees include materials binder, breakfast, lunch, breaks, networking receptions, follow-on materials. **EARLY BIRD: Reserve by January 20th and save \$200.**

	By 1/20/2012		After 1/20/2012	
	Member	Non-Member	Member	Non-Member
2-Day Conference	1695	1895	1895	2095
Conference + 1 workshop	2240	2440	2440	2640
Conf + 2 workshops	2785	2985	2985	3185
1 Half-Day Workshop (standalone)	745	745	745	745
2 Half-Day Workshops (standalone)	1490	1490	1490	1490

TEAM DISCOUNT: Groups of 3-4 may deduct \$100 per person. Groups of 5-10 may deduct 15%, groups of 11+ may deduct 20%. For further group arrangements, contact Tracey Kimball at 781-891-8080, ext 214.

PLEASE CHECK THE SESSIONS YOU PLAN TO ATTEND: (use photocopies for additional people)

- Conference**
 Pre-conference Workshop(s): \$545 each with conference registration; \$745 each standalone
Morning Sessions: A. **Open Business Models** B. **Open Innovation Metrics**
Afternoon Sessions: C. **Complex Deal Structures** D. **Leading Innovation**

Name: Mr / Ms _____

Title: _____

Company: _____

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Attend *CoDev 2012* and learn how to:

- > Identify and implement the key elements of open innovation business models that will help your company achieve faster results
- > Accelerate the pace at which your organization adapts to changing marketplace conditions
- > Develop and enact complex deal structures to effectively manage intellectual property rights
- > Reduce risk, costs and uncertainty by considering opportunities for solutions via open innovation
- > Foster a collaborative innovation culture by attracting, incentivizing and maintaining top innovation talent