



WORLD INNOVATION FORUM

May 5-6, 2009 | New York City

Clayton Christensen

Bestselling author renowned for his work on innovation & disruption

C.K. Prahalad

One of the most influential experts in corporate strategy

Fred Krupp

President of the Environmental Defense Fund & Eco-Innovation pioneer

Paul Saffo

Expert forecaster and strategist

Vijay Govindarajan

One of the world's leading experts on strategy & innovation

Dan Ariely

Accomplished behavioral economist & bestselling author

Innovation Cases

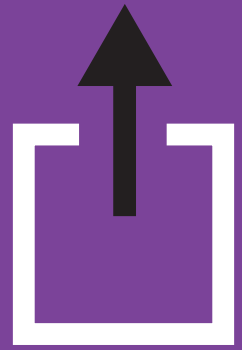
Real-world examples of innovation at its best

+ Pre-Forum Workshop with Paul Saffo
The Secret to Effective Forecasting

+ Pre-Forum Innovation Field Trip
Experience innovation in action

+ ?What If! Breakfast Workshop
Discover how to create & sustain Innovation Energy

THINK



BEYOND BOUNDARIES

Innovation paves the way to increased profitability, business solutions and growth. The challenges the current market presents require thinking outside the box, yet innovation remains one of the most difficult practices to follow, as people tend to fall into habits and traditions.

Learn how to implement innovation and gain a competitive advantage at the **World Innovation Forum**. Join the greatest thought pioneers in the field of innovation — world renowned visionaries, creative problem solvers, bestselling authors, and business authorities. Hear the latest dialogue and insight first-hand from the innovation community as told by the experts themselves.



Clayton Christensen

Disruptive Innovation

Disruptive Innovation as a Platform for Growth

- Innovation: The source of competitive advantage, economic growth and wealth creation
- How to create opportunities: On disruptive innovation and asymmetry
- How to make a successful transition from one innovation wave to the next
- Can innovation be “managed”? How to make it a company-wide challenge
- Institutionalizing innovation: The role of the leader
- How to build on competencies and capabilities and shape an “innovation-friendly” organization
- Challenges in developing new growth businesses: From spotting opportunities to sustaining innovations

Clayton Christensen, world-renowned for his work on innovation and disruption, is the Robert and Jane Cizik Professor of Business Administration at the Harvard Business School. He is a sought-after business consultant and an advisor to some of America’s biggest companies. He’s been featured together with Intel’s Andy Grove on the cover of *Forbes* magazine under the title, “Andy Grove’s big thinker: Clayton Christensen tells how to survive disruptive technologies.”

Professor Christensen is the author of the bestselling books, *The Innovator’s Dilemma*, which received the Global Business Book Award for the best business book published in

1997; *The Innovator’s Solution*, which appeared in the *Business Week* bestseller list; *Seeing What’s Next*, and the recently released, *Disrupting Class*, which applies the concept of disruptive innovation to education.

Christensen received an MBA with High Distinction from the Harvard Business School in 1979 and his DBA in 1992. He has received the Best Dissertation Award from The Institute of Management Sciences, as well as the 1995 and 2001 McKinsey Awards for articles published in the *Harvard Business Review*, among others. He is the founder of several companies including Innosight Institute, a non-profit think tank.



Fred Krupp

Eco-Innovation

How Innovators Can Win the Race for the Future: The Climate Challenge

- Transforming energy crisis, global warming and climate change from a moral challenge into a business opportunity
- The environmental story retold: What can be done to stop and revert the crisis
- Redefining the intertwining roles of experts, non profit organizations, government, and business leaders
- Optimism, entrepreneurs and the unexpected sources of innovation
- Powering the future: Who the game-changers are and how they are transforming the energy sector
- Why saving the planet can also drive profit and create wealth: Competition and eco-business

Fred Krupp is a pioneer in the use of market forces to attain ambitious environmental goals. His achievements run from strengthening the Clean Air Act to making the biggest corporate buyout in history, of the Texas utility TXU, contingent on climate action. He has advised presidents and partnered with DuPont, FedEx, GE, McDonald’s, and Wal-Mart. His optimistic book, *Earth: The Sequel—The Race to Reinvent Energy and Stop Global Warming*, co-authored by EDF staff, Miriam

Horn, has recently been named one of *Fast Company’s* “Best Business Books of 2008.”

Krupp is president of the Environmental Defense Fund, a non-profit organization that links science, economics, law, and innovative partnerships with market leaders from the private-sector to create breakthrough solutions that protect the natural world while growing the economy.

Krupp is a graduate of Yale with a law degree from the University of Michigan.



C.K. Prahalad

The New Age of Innovation

The Future of Innovation: On Customers, Needs, Global Resources, and Value Creation

- Shifting focus toward discovery and innovation: Why the nature of strategy and competitiveness is changing
- Generating value through innovative customer experiences
- How to unleash the hidden power of co-creating business in today's global ecosystem
- On innovation and value creation: How to enable unique and contextual customer experiences and leverage resources, ideas and talent globally
- From cost arbitrage to talent arbitrage: The essence of global networks
- The key to anticipate the needs of customers and markets in a constantly changing world: The development of an integrated business model

C.K. Prahalad is one of the most influential experts in corporate strategy. Globally well known for his contribution to strategic thinking and considered one of the 10 best gurus on administration and business, he is a distinguished professor at the Ross School of Business, University of Michigan. He is the co-founder and CEO of The Next Practice. A prominent world-class figure, Prahalad is a consultant and also a member of the Board of Directors of world-class companies. AT&T, Citigroup, Colgate Palmolive, Cargill, Motorola, Whirlpool, Honeywell, and Unilever are among his clients.

Professor Prahalad is the author of *The Multinational Vision*, *The Fortune at the Bottom of the Pyramid* and *The New Age of Innovation*. He is co-author, with Gary Hamel, of the bestseller, *Competing for the Future*, which has been considered one of the best business books of the '90s. He also wrote *The Future of Competition*, co-authored with Venkat Ramaswamy. A prolific writer, he is also the author of numerous award-winning articles. Prahalad was a member of the UN Blue Ribbon Commission on Private Sector and Development, and has received several honorary doctorates.



Paul Saffo

Future & Technology

Untangling the Future: Why Innovations Never Follow a Straight Line

- Technological innovation and its metaphors: From the linear timeline to the untangling future
- Emerging technologies that are reshaping the future
- Double helix analysis: Why watching late adopters can be as important as watching early adopters
- The essential role failure plays in the innovation process
- "Disinvention": Why the process of successively casting aside, displacing and recombining is the real engine behind innovation
- Empowering the intersections: The cross-impacts of innovations
- Lessons from the valley: What tech entrepreneurs can teach to any organization struggling to innovate

Paul Saffo is a forecaster and strategist with over two decades of experience exploring innovation and long-term technological change, as well as the practical impact both have on business and society. He is currently a Consulting Associate Professor at Stanford University. Mr. Saffo was the founding Chairman of the Samsung Science Board and serves on a variety of other boards, including the Long Now Foundation and the Singapore National Research Foundation Science Advisory Board.

He is an advisor to Red Planet Capital and 3i Venture Capital and has served as an advisor and Forum Fellow to the World Economic Forum. He is also a Fellow of the Royal Swedish Academy of Engineering Sciences. Saffo's essays have appeared in numerous publications, including *Harvard Business Review*, *Fortune*, *Wired*, *Los Angeles Times*, *Newsweek*, *The New York Times* and *The Washington Post*. He holds degrees from Harvard College, Cambridge University and Stanford University.



Vijay Govindarajan

Innovation in a Global World

Strategic Innovators: From Ideas to Execution

- Strategy as a future creation exercise: How to prepare for tomorrow's realities
- Why companies need to innovate continuously
- How to build a highly innovative business within an existing profitable business
- How breakthrough strategies should be executed
- Why it is necessary to "Forget, Borrow, Learn" to scale breakthrough ideas into a breakthrough business
- How to establish new performance criteria for breakthrough business
- The emotional infrastructure of innovative companies.

Vijay Govindarajan is widely regarded as one of the world's leading experts on strategy and innovation. He has been dubbed "one of the outstanding thought-leaders of the new generation," according to *The Wall Street Journal* and *Business Week*. He is a sought-after consultant who has worked with numerous Fortune 500 companies. Govindarajan has published seven books, including the international bestseller, *Ten Rules for Strategic Innovators*, named by *Strategy & Business* as the "Best Strategy Book of 2006" and ranked by *The Wall Street Journal* as a "Top Ten Recommended

Read." His articles have been published in the *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Harvard Business Review*, and *MIT Sloan Management Review*, among others. He has also been named "Top Five Most Respected Executive Coach on Strategy," by *Forbes*, and "Top 50 Management Thinker," by *The London Times*. VG received his doctorate and his MBA with distinction from the Harvard Business School. He received his Chartered Accountancy degree in India where he was awarded the President's Gold Medal for obtaining the first rank nationwide.



Dan Ariely

Predictably Irrational

The Hidden Forces that Shape our Decisions

- Understanding human decision-making: The hidden forces shaping our choices
- How understanding irrationalities can help you unlock the secrets behind common behaviors of customers, employees and managers
- Predictably irrational customers: Aligning your choices to how people really buy
- In-store and online decision-making: What makes customers react differently
- Marketing and innovation: On motivation, met and unmet needs, emotional stakes, and the unexpected
- The building blocks that construct a *rational* strategy to effectively address *irrational* customers

Dan Ariely is the James B. Duke Professor of Behavioral Economics at Duke University and visiting Professor at the MIT Media Lab. A behavioral economist, Ariely is the author of the groundbreaking and best-selling book, *Predictably Irrational: The Hidden Forces That Shape Our Decisions*.

Ariely received a Ph.D. in marketing from Duke University, a Ph.D. and M.A. in cognitive

psychology from the University of North Carolina at Chapel Hill, and a B.A. in psychology from Tel Aviv University. He publishes widely in the leading scholarly journals in economics, psychology and business. His work has been featured in a variety of media including, *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Boston Globe*, *Business 2.0*, CNN, and ABC's *20/20*.

Innovation Cases

The T5 Experience: Jet Blue's revolutionary terminal at JFK Airport

Led by OTG Management's CEO, Rick Blatstein, the driving force behind T5

- The evolution of the innovative terminal
- T5 as an example of disruptive innovation and blue ocean strategy
- Travelers' experience: A model for future terminals around the world

CampBizSmart: A business academy that provides hands-on, real-world education

Moderated session with the winning team of students from the academy's 2008 business plan competition

- Preparing for the competitive global marketplace
- Employing innovation to develop a winning business plan

23andMe: A pioneering Web-based, direct-to-consumer genome services company

Led by Anne Wojcicki and Linda Avey, co-founders of 23andMe

- The infinite value of building a universal data base of genetic information: A benefit to individuals, executives, researchers, and society at large
- Expanding your business to reach more people and impact your bottom line

The Drummer: An award-winning, independent short film about a defeated musician who journeys far beyond his comfort zone to find himself

Led by the film's director, Bill Block

- Achieving positive results through challenging the norm
- How to break through the clutter: Using an innovative approach to marketing and positioning

VIP Pass

Enhance your experience at the World Innovation Forum.

Register for the VIP Pass and take advantage of the following exclusive amenities and private events throughout the two days:

Easy Access

- Express entrance at Nokia Theatre

Reserved Seating

- Exclusive premier seating in the front rows of the theater

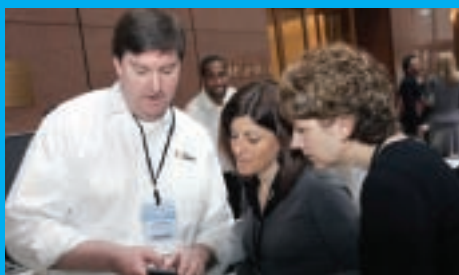
Meet the Speakers

- Private lunch with a speaker on both days
- Private book signing
- Meet & Greet with speakers
- Special events including personal speaker Q & A

Enhanced Networking Opportunities

- VIP-only Cocktail Reception on the evening of Day 1

For more details, visit hsmglobal.com/us/wif/vip



Pre-Forum Workshop with Paul Saffo

The Secret to Effective Forecasting

Forecasting is not about making predictions of what the future will be, but about mapping uncertainty to take strategic actions that can influence the future. In today's uncertain environment this workshop is of exponential value.

- Understanding the purpose of forecasting
- Defining the Cone of Uncertainty: Mapping the scope of future possibilities
- Looking for the “S” curve: Understanding how change develops and behaves
- Avoiding getting trapped in your own conclusions: Holding strong opinions weakly
- Looking back to look forward: The forecasting power of our historical rearview mirror
- *BREAKOUT*: Lessons from the fall of the Berlin Wall

When: 2:00 - 6:00 PM, Monday, May 4th

For more information, visit hsmglobal.com/us/wif/workshop

Pre-Forum Innovation Field Trip

The Innovation Field Trip is a unique opportunity to experience innovation in action. Guided by experts from *?What If!*, join other Forum attendees for this intensive full-day outing around New York City and go behind the scenes of some of today's most dynamic companies.

See up close how different organizations have infused innovation into their everyday business practices. Gain in-depth insight from their innovation initiatives and discover how these innovations can translate back to your company or industry.

When: 9:00 AM - 5:00 PM, Monday, May 4th

For more details, please visit hsmglobal.com/us/wif/fieldtrip

?What If! Breakfast Workshop

Discover how to create and sustain Innovation Energy at this interactive and practical session, conducted by *?What If!*, the world's largest independent innovation company.

- Learn what Innovation Culture actually entails and how to implement this Culture into your organization
- Understand the nature of innovation, where organizational design, leadership skills, attitudes, and behaviors all need to work together
- Learn what successful leaders do to truly support innovation
- Find out why behavior triumphs over process
- Learn from real innovation practitioners and gain tools that you can take back to your organization the very next day

When: 7:30 - 8:30 AM, both days of the Forum



For more information, visit hsmglobal.com/us/wif/workshop

Schedule

Pre-Forum Events - Monday, May 4th

Workshop with Paul Saffo
2:00 PM - 6:00 PM

Innovation Field Trip
9:00 AM - 5:00 PM

Day 1 - Tuesday, May 5th

7:30-8:30 AM	?WHAT IF! BREAKFAST WORKSHOP
9-10:30 AM	PAUL SAFFO
10:30-11 AM	COFFEE BREAK
11-12:30 PM	CK PRAHALAD
12:30-2 PM	BREAK (Optional Forum Lunch*)
2-2:45 PM	CASE: CampBizSmart
2:45-3:30 PM	CASE: <i>The Drummer</i>
3:30-4 PM	COFFEE BREAK
4-5:30 PM	VIJAY GOVINDARAJAN

Day 2 - Wednesday, May 6th

7:30-8:30 AM	?WHAT IF! BREAKFAST WORKSHOP
9-10:30 AM	CLAYTON CHRISTENSEN
10:30-11 AM	COFFEE BREAK
11-11:20 AM	CASE: 23andMe
11:20-12:30 PM	CLAYTON CHRISTENSEN
12:30-2 PM	BREAK (Optional Forum Lunch*)
2-2:45 PM	CASE: The T5 Experience
2:45-3:30 PM	FRED KRUPP
3:30-4 PM	COFFEE BREAK
4-5:30 PM	DAN ARIELY

*Sign up for the Forum Lunches and meet other senior executives attending the conference in a relaxed environment. Limited Capacity.

General information

World Innovation Forum

May 5-6, 2009

Nokia Theatre
1515 Broadway
New York City

Special Offer

Regular Forum Price: \$2,800

Before March 13th: \$2,190

Register now to secure your place. Price includes all speakers. Limited capacity.

Corporate Offer

3 tickets: \$6,270 (\$2,090 per attendee)

5 tickets: \$9,950 (\$1,990 per attendee)

For special opportunities for groups, contact us at corporateus@hsmglobal.com

Additional Opportunities (*Limited Capacity*)

- Pre-Forum Innovation Field Trip: \$750 per person
 - Pre-Forum Workshop with Paul Saffo: \$750 per person
 - Forum Lunches: \$90 per person per day
 - *What If!* Breakfast Workshop: Complimentary with your registration
-

VIP Pass: \$3,100

Includes Forum ticket and exclusive amenities outlined on page 7.

Three Ways to Register

Phone 866 711 4476 | 9 am - 6 pm EST

212 317 8454 (If dialing internationally)

Fax 212 308 6788

Website hsmglobal.com/us/wif

For more information, contact us at info.us@hsmglobal.com



REGISTRATION FORM

World Innovation Forum 2009

Nokia Theatre | New York City | May 5-6, 2009

Regular Forum Price: \$2,800

Before March 13th: \$2,190

For registration or more information on the program, please visit our website at hsmglobal.com/us/wif, call **866 711 4476**, or fax this registration form to **212 308 6788**.

NAME						
TITLE	DEPARTMENT					
COMPANY		INDUSTRY				
COMPANY TYPE	<input type="checkbox"/> PUBLIC	<input type="checkbox"/> PRIVATE	<input type="checkbox"/> FAMILY OWNED			
COMPANY SIZE (EMPLOYEES)	<input type="checkbox"/> <10	<input type="checkbox"/> 10 to 50	<input type="checkbox"/> 51 to 100	<input type="checkbox"/> 101 to 500	<input type="checkbox"/> 501 to 1000	<input type="checkbox"/> > 1000
ADDRESS		CITY				
STATE/PROVINCE		ZIP/POSTAL CODE	COUNTRY			
EMAIL	BUSINESS PHONE NUMBER	FAX NUMBER				

PRICING (Exclusive offer until March 13th, 2009)

Forum Ticket

- Early Registration Forum Price: \$2,190 Attendees_____
- 3 Tickets: \$6,270 (save \$300)
- 5 Tickets: \$9,950 (save \$1,000)

VIP Pass (Includes Forum ticket and exclusive amenities. See page 7 or website for details.)

- \$3,100 Attendees_____

Pre-Forum Innovation Field Trip

- \$750 Attendees_____

Pre-Forum Workshop with Paul Saffo

- \$750 Attendees_____

Forum Lunches: \$90 per person per day

- Lunch Day One, May 5
- Lunch Day Two, May 6

Breakfast Workshop with ?What If! (Complimentary with your registration)

Please select the day you would like to attend.

- Attending Day One, May 5
- Attending Day Two, May 6

PAYMENT OPTIONS

- Check enclosed (Make check payable to HSM Americas, Inc.)
- Bill me
- Visa
- Mastercard
- American Express
- Diners Club
- Discover

CARD NUMBER	EXPIRATION DATE
CARDHOLDER'S NAME	CARDHOLDER'S SIGNATURE

Which of the following topics would you like HSM to include in its future programs?

- Execution
- Teamwork
- Negotiation
- Personal Development
- Family Business
- Green Biz
- Leadership
- Sales/Marketing
- Customer Experience
- Change Management

How did you first learn about HSM?

- Brochure
- Telemarketing
- Website/Internet
- Email
- Word of Mouth
- Newspaper/Magazine

Other _____

Cancellation & refund policy: If you request cancellation up to 60 days prior to the event ("Cancellation Deadline"), the refund will be processed in the same manner (i.e. credit card, check, etc.) that the registration payment was made, less a processing fee of \$350 per ticket. For cancellations in writing requested after the Cancellation Deadline and before 10 days prior to the event ("Credit Deadline"), a credit refund will be granted for HSM events to be held until 12/31/2010 for the value of your purchase. After the Credit Deadline tickets may only be transferred to a substitute participant.

We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

Scheduling: We reserve the right to make any changes without prior notice.

Detailed Terms and Conditions can be found in the Register section at hsmglobal.com/us/wif

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BusinessWeek



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UPCOMING PROGRAMS 2009

World Business Forum

Oct 6-7, New York

The Future of Management with **Gary Hamel**

Oct. 8, New York

For more information, visit hsmglobal.com/us