



Joint IEEE TMC Benelux/Germany,  
GOLD Benelux/Gemany, SB Eindhoven and R8 PA  
Two-Day Seminars and Workshops  
on

## Open Innovation

Oct 24-25 2008, Veldhoven

On Friday 24 October and Saturday 25 October 2008 the IEEE Technology Management Councils of the IEEE Benelux and Germany Sections, the IEEE Benelux and Germany GOLD Affinity Groups and the IEEE Student Branch Eindhoven will organize an event on Open Innovation in Veldhoven. Several presentations from practitioners and workshops are part of the event's program, as well as social events and dinner.

More details of the program are on the IEEE websites:

<http://www.ieee.nl/events> and <http://www.ieee.nl/tmcgoldseminar>.

Our distinguished lecturers will be:

- Geert Hommes BSc. MBA, Director of TOM Institute
- Ir. Martijn Kriens, Partner of Living Labs Leiden
- Prof. dr. Ard-Pieter de Man, Vrije Universiteit Amsterdam and Atos Consulting
- Dr. ir. Bart Meijer, Lector Proces & Production Innovation, Saxion Hogescholen
- Dr. Stephan Mohr, Senior Expert Product Development McKinsey & Company, Inc.
- Drs. Maurice de Rochemont, Eindhoven University of Technology and OpenInnovatie.eu
- Dr. Ing. Gerhard Seiler, VP Value Engineering at Philips
- Ir. Jan Voûte, Director of Dutch Institute for Management & Innovation

The subject of innovation and more specifically open innovation has broad interest for some time and even more today. Just Google for a moment on these words and you will notice much is happening. It has the interest not only of researchers and industry, but also from politics and government.

The topic of one of the workshops is non-verbal communication, which makes up at least 80% of human communication. During the workshop, Geert Hommes will explain you how to recognize, interpret and use this type of communication. Attending the workshop will also increase your awareness of one's non-verbal communication. Topics of the presentations are among others "Green Product Development" by Gerhard Seiler and Stephan Mohr, Martijn Kriens on "Living Lab Holland" and "Open Innovation; do or die, dare to share!" by Bart Meijer and Jan Voûte.

Maurice de Rochemont and Ard-Pieter de Man will give you an explanation about and provide you with feedback on the Open Innovation strategies you are currently using in practice, as well as your "outside in" perspective (which sources are being used by your company to improve innovation), your "inside out" perspective (which external entities are used to commercialize IP / innovation) and your open innovation mindset. In order to enable Maurice de Rochemont and Ard-Pieter de Man to comment upon these aspects of Open Innovation, we kindly



request you to fill out their questionnaire on <http://www.acois.nl>. The more people fill out this questionnaire, the better will be the feedback which can be provided. Filling out the questionnaire takes only 10 minutes. We would like to thank you in advance for your cooperation.

And to allow for the necessary networking, we arranged also for a dinner and a visit to the Van Abbemuseum in Eindhoven, which is a well known museum on modern arts.

Venue:

The meetings will be held at NH Conference Centre Koningshof in Veldhoven (<http://www.nh-hotels.com>, Locht 117, 5504 RM Veldhoven, The Netherlands, T: +31.40.2537475, Veldhoven is near Eindhoven). For those who wish to stay over for the night, rooms can be booked for approx. 85,00 euro pppn including breakfast. Should you book a room, please mention that you are staying because of our event on 24 and 25 October and please mention Robert Bierwolf MBBI BV as contact.

Registration:

If you would like to participate in our event, please fill out the registration form which has been included at the end of this invitation and fax it to +31 84 221 34 19 or email a copy to [robert.bierwolf@ieee.org](mailto:robert.bierwolf@ieee.org) or [gold.benelux@gmail.com](mailto:gold.benelux@gmail.com) no later than 20 October 2008. *Please ignore the operator voice and wait for the fax signal when you have dialed the fax number.*

We would like to ask you to indicate in the registration form whether you would like to participate in the workshop on non-verbal communication by Geert Hommes and in the museum visit and concluding drink on Saturday. If you would like to participate in Geert Hommes' workshop, we would like to request you to bring your notebook, since you will need it during the workshop. The software needed during the workshop runs under Windows XP or Windows Vista.

Registration fees are 125 euro for IEEE members, 175 euro for non-IEEE members and 35 euro for Students. For visiting the museum an additional fee of 15 euro is added. You can select if you want to join the museum visit or not.

Payment must be received no later than 20 October 2008 on the Postbank account 9595822, for the attention of IEEE Engineering Management Society Benelux, 3544 RL Utrecht, The Netherlands (IBAN: NL 07 PSTB 0009 5958 22, BIC: PSTBNL21), include in the reference: <your name>, <your IEEE number>, and the text "open innovation 24-25 october".

Program:

Friday 24 October from 12:00 onwards, till Saturday 25 October 17:00. The program details will follow on the website <http://www.ieee.nl/events.html>. Slots have been included in the program during which it is possible to check in / out.

The event on Open Innovation has been sponsored by:

The Philips logo, consisting of the word "PHILIPS" in a bold, blue, sans-serif font.



# Registration Form

## IEEE Event on Open Innovation

Oct 24-25 2008, Veldhoven

Please fill out all fields stated below in block letters and fax it to +31 84 221 34 19 or email a copy to [robert.bierwolf@ieee.org](mailto:robert.bierwolf@ieee.org) or [gold.benelux@gmail.com](mailto:gold.benelux@gmail.com) no later than 20 October 2008

Name: \_\_\_\_\_

First name: \_\_\_\_\_

IEEE Membership Number: \_\_\_\_\_

Section / Society: \_\_\_\_\_

Email address: \_\_\_\_\_

### Workshop / Social program:

I will attend Geert Hommes' workshop on nonverbal communication

on Friday 24 October 2008

on Saturday 25 October 2008

I will not attend it

I will attend the museum visit and concluding drink on Saturday:

Yes

No

### Payment:

Herewith I sign up and agree to pay upfront for participating in the above marked events/workshop.

Payment shall be done to the designated bank number and payment shall come from bank number \_\_\_\_\_

registered to \_\_\_\_\_

located in \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_ Place: \_\_\_\_\_