



5 Day Immersive Innovation Program Barcelona (June 18-23 2017)

5-DAY INNOVATION PROGRAMS FOR GLOBAL EXECs TO ENERGIZE, INSPIRE & IMPROVE NEW PRODUCT DEVELOPMENT PROCESSES

Meetings with global innovators in their **workshops, studios, labs, offices, accelerators, to cross-pollinate new thinking**. Includes **tech, product design, food, fashion, retail, sustainability, packaging, hospitality & architecture**. Pre-work & debriefs help attendees apply insights to their firms for actionable process improvements.

Key Topics

Exclusive meetings with diverse, leading innovators who share their approaches and philosophies. We see firsthand, how the physical and mental environments they create foster creativity.

What Attendees Receive

- Pre-work exercise with all the key elements of the new product development process and a self-assessment tool to highlight which parts of the company's processes are most in need of improvement. This will help focus what the attendee will seek most learn to about on the trip.
- Inspiration for innovation journal for recording each meeting's insights
- Feedback sessions throughout for attendees to share observations, insights and key take-aways
- One-on-one consulting with relevant best practice recommendations and new procedures to try back at the office
- Copy of Catalyzing Innovation book with innovation checklist for more methodical corporate brainstorming, and over 700 categorized, cross-industry, cross-region examples as stimuli for companies in any industry

Who Should Attend

- Heads of R&D
- Chief Marketing Officers
- Chief Creative Officers
- Heads of New Product Development
- Chief Innovation Officers
- Chief Disruption Officers

Previous Participants Testimonials

There is nothing more inspiring than hearing about a story of a great idea told by its own inventor... Inventours is not about powerpoint slides or just another executive course. It is about real passion, real life, hands on innovation! It has been an amazing journey to participate at Inventours Paris, for me as a Professional but as an individual as well. I can only recommend it!

— **Maria Tavares, Innovation Project Manager, DSM**

Inventours Paris

Inventours offers a high impact and unusually personalized opportunity to engage directly with innovation thought leaders across multiple industries in a foreign country. Participants enjoy the kind of far-reaching access to senior ranks of innovators nearly unheard of in the normal course of business life.

— **Lee VanPopering, Chief Marketing Officer, Logan's Roadhouse**

Inventours Copenhagen

Inventours programs are invaluable for executives charged with innovation and product development. Featuring a who's who list of innovators, the Inventours program is reinventing the executive education experience.

— **Lisa Lamberty, VP of Global and Regional Color, Avon**

Inventours New York

About the Instructor, Michelle Greenwald

Michelle Greenwald is a seasoned Fortune 100 marketing executive (Disney, Pepsi, Nestle, JWT) and marketing professor who has taught about new products, innovation and marketing at Columbia, Cornell, Wharton, NYU Stern, HEC Paris and IESE Graduate Schools of Business. She blogs for Forbes' CMO Forum and Huff Post Business and previously for Inc.com and is author of the book [Catalyzing Innovation](#). In addition to teaching executive education for top business schools, she has taught for the American Marketing Association, The Association of National Advertisers and the American Management Association, and guest lectures globally. Her boutique firm, Marketing Visualized, specializes in new products and marketing plan innovation.



Costs, Dates & What's Included

- Starts Sunday afternoon with visit to Gaudi's Casa Batlló to set the stage for brilliant cross-disciplinary innovation & inspiration
- Sunday group welcome dinner
- Transportation between venues each day
- Curated, best-in-class & wherever possible cutting edge breakfast, lunch and snacks
- Meetings with innovators in their offices, labs, studios
- Does not include hotel & airfare
- **Early bird price** if booked before May 1st, \$6750. After May 1st, \$6950
- **Registration:** info@inventours.com