



GLOBAL
EXECUTIVE
EVENTS



EUROPE'S #1 UNLEASHING INNOVATION SUMMIT

16TH EDITION

5 - 6 OCTOBER 2020
DE BALIE
AMSTERDAM

INTRODUCTION

Innovation is a highly critical skill, needed by businesses today. With the rapid expansion of technology, as well as the impact this has had on the rise of competition, the need for developing novel products, processes and services, is even greater than before and key to ensuring that you remain ahead of the game. The question, however, remains: how do you guarantee that the ideas gathered and utilised, are ground-breaking ones which can be nurtured, developed and deployed with greater success?

At the **16th edition** of **Global Executive Events' Unleashing Innovation** summit, various cross-industry leaders and key decision-makers within some of the largest companies from across the globe, will attempt to answer just that!

Not only will they be sharing their knowledge and experiences on how innovation can (and should) be leveraged to drive business success, but also, that it is possible to maintain an agile and lean ideation process. Our expert speakers will be sharing some of their most crucial insights which could provide you with the tools you need to stimulate innovation within your organisation, identify ideas that will lead to greater success, and find ways to utilise consumer insights, UX research and design thinking to disrupt industries (to name but a few!). Attendees will also learn more about the value of collaborating, understanding the difference business models can make, and how to harness the power of technology for successful innovation.

Creativity is the currency of success and at the Unleashing Innovation Summit 2020, you will learn how to capitalise!

SUMMIT THEMES

- Stimulating and Fostering an Internal Culture of Experimentation and Innovation
- Novel Product and Services Development: Incorporating Sustainability Practices
- Innovation vs Digital Transformation: A Mutually Causal Relationship
- From Black Mirror to White Canvas: Using Creativity to Improve Consumer Behaviours
- Behaviour Design based on the Behavioural Science Model: Creating Behaviour Change via Behaviour Data
- Value Creation through Collaborative Innovation: Learning from Start-Ups
- Design Thinking: Keeping Ideation Agile and Lean
- The Innovation Business Model and Strategic Approaches
- Engaging Stakeholders and Ensuring Buy-in
- Enhancing Open Innovation by UX Research and Design
- Emerging Technologies and Data for Effective Consumer Needs Identification, Futureproofing, Measurement and Effective Implementation
- Fuelling Disruptive Innovation through Consumer Insights

WHAT OUR CLIENTS SAY

"High quality of speakers and facilitators"

T-Mobile

"Great opportunity for peer-to-peer learning"

Booking.com

"It's a very good forum to learn, to discuss, to reflect."



European Commission

"I'm very pleased with the organization of this, from catering to communication,

AMSIB
Amsterdam School of
International Business

"Amazing agenda and very inspiring speakers!"



"Thought provoking and insightful"



"Great pleasure to participate at this summit!"



"Very honored to be part of this outstanding group of professionals as keynotespeaker and talk about what is expected to bring new 2020 in customer experience"



TATA GLOBAL BEVERAGES

"It was a really inspiring day and I got some really useful insights"



"Excellent event, extremely well organized with inspiring speakers and insightful



"The engagement from the audience I really liked!"



"One of the best events I've participated in!"



"Some presenters gave me new ideas and brainfood I haven't thought about."



"Very diverse insights and topics"



"I love the event you put on. It wasn't too big and the venue really encouraged conversation and networking"



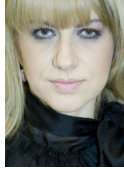
FEATURING SPEAKERS



ISABEL VERNIERS

Professor Department Marketing,
Innovation & Organisation

**GHENT
UNIVERSITY**
Belgium



LILIANA CAIMACAN

Head of Global Innovation | Professor
Marketing

**TATA GB | HULT BUSINESS
SCHOOL**
United Kingdom



DANIEL RUKARE

Professor of Entrepreneurship
& Innovation

**HULT BUSINESS
SCHOOL**
United Kingdom



LAITH WALLACE

Product Design
Manager

**DISCOVERY NETWORKS
INTERNATIONAL - DPLAY**
United Kingdom



RACHEL MATHEW

Specialist, Strategy
and Excellence

DUBAI AIRPORT FREEZONE
United Arab Emirates



TOM DE RUYCK

Professor

**IÉSEG SCHOOL OF
MANAGEMENT**
Belgium



REJO FRANCIS

Circle Head

**ZEE ENTERTAINMENT
ENTERPRISES**
India



JARA PASCUAL

Board Member

**FORUM KNOWLEDGE 4
INFORMATION EU PARLIAMENT**
Netherlands



CHRISTOS VARSAKELIS

Senior Manager Research and
Development

GSK
Belgium

GLOBAL EXECUTIVE EVENTS

YOUR  TO KNOWLEDGE

Speaker Proposals are still being considered, submit them today in order to secure your speaking slot. Contact our Production team on ww@globalexexecutiveevents.eu!

AGENDA | DAY 1 | MONDAY | 5 OCTOBER 2020

8:00 REGISTRATION AND WELCOME COFFEE

8:45 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

9:00 CHAIRPERSON OPENING REMARKS
CHAIRMAN DETAILS TO BE ANNOUNCED

9:15 ICE BREAKER

A little "warm-up" exercise to break the ice and help you get to know your peers a little better. A great introduction to one of the many networking opportunities the summit has to offer.

9:25 KEYNOTE
INNOVATION ENVY

- Further details to be announced soon
TOM DE RUYCK, PROFESSOR, IÉSEG SCHOOL OF MANAGEMENT

10:05 FIRESIDE CHAT
STIMULATING AND FOSTERING AN INTERNAL CULTURE OF EXPERIMENTATION AND INNOVATION

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

10:40 NETWORKING COFFEE BREAK

11:10 INTERACTIVE | WORKSHOP SESSION
DRIVING SOCIAL IMPACT

Attendees will have a chance to take part in this innovative idea-generation workshop, which will give them the tools to help their innovations drive greater social impact.
LILIANA CAIMACAN, HEAD OF GLOBAL INNOVATION | PROFESSOR MARKETING, TATA GB | HULT BUSINESS SCHOOL
DANIEL RUKARE, PROFESSOR OF ENTREPRENEURSHIP & INNOVATION, HULT BUSINESS SCHOOL

12:00 SPONSOR SESSION
NOVEL PRODUCT AND SERVICES DEVELOPMENT: INCORPORATING SUSTAINABILITY PRACTICES

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

12:40 IGNITE SESSION

INNOVATION VS DIGITAL TRANSFORMATION: A MUTUALLY CAUSAL RELATIONSHIP

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

13:00 NETWORKING LUNCH BREAK

14:00 IGNITE SESSION

FROM BLACK MIRROR TO WHITE CANVAS: USING CREATIVITY TO IMPROVE CONSUMER BEHAVIOURS

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

14:20 SPONSOR SESSION

BEHAVIOUR DESIGN BASED ON THE BEHAVIOURAL SCIENCE MODEL: CREATING BEHAVIOUR CHANGE VIA BEHAVIOUR DATA

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

15:00 PANEL DISCUSSION

INNOVATION COLLABORATION

Our panelists will discuss and share their experiences related to innovation and collaboration.

MODERATOR: SPEAKER TO BE ANNOUNCED
JARA PASCUAL, BOARD MEMBER, FORUM KNOWLEDGE 4 INFORMATION EU PARLIAMENT

15:35 NETWORKING COFFEE BREAK

16:05 CASE STUDY

TOPIC TO BE CONFIRMED

- Further details to be announced soon
CHRISTOS VARSAKELIS, SENIOR MANAGER RESEARCH AND DEVELOPMENT, GSK

16:45 CLOSING REMARKS FROM THE CHAIRPERSON
CHAIRMAN DETAILS TO BE ANNOUNCED

17:00 NETWORKING DRINKS

Everyone is invited to continue the conversation over drinks and canapés in the foyer.



AGENDA | DAY 2 | TUESDAY | 6 OCTOBER 2020

8:00 REGISTRATION AND WELCOME COFFEE

8:40 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

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8:50 CHAIRPERSON OPENING REMARKS
 CHAIRMAN DETAILS TO BE ANNOUNCED

9:05 KEYNOTE
 ENHANCING OPEN INNOVATION BY UX RESEARCH AND DESIGN

- Further details to be announced soon
LAITH WALLACE, PRODUCT DESIGN MANAGER, DISCOVERY NETWORKS INTL. - DPLAY

9:45 CASE STUDY
 DESIGN THINKING: KEEPING IDEATION AGILE AND LEAN

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

10:20 NETWORKING COFFEE BREAK

10:50 CASE STUDY
 RE-INVENTING A CORE BUSINESS MODEL

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

11:25 SPONSOR SESSION
 THE INNOVATION BUSINESS MODEL AND STRATEGIC APPROACHES

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

12:05 KEYNOTE
 TOPIC TO BE CONFIRMED

- Further details to be announced soon
REJO FRANCES, CIRCLE HEAD, ZEE

12:30 NETWORKING LUNCH BREAK

13:30 INTERACTIVE ROUNDTABLE DISCUSSIONS
 TOPIC TO BE CONFIRMED

- Further details to be announced soon
ISABEL VERNIERS, PROFESSOR DEPARTMENT MARKETING, INNOVATION & ORGANISATION, GHEENT UNIVERSITY

14:40 SPONSOR SESSION
 FUELLING DISRUPTIVE INNOVATION THROUGH CONSUMER INSIGHTS

- Further details to be announced soon
SPEAKER TO BE ANNOUNCED

15:20 NETWORKING COFFEE BREAK

15:50 KEYNOTE
 ENGAGING STAKEHOLDERS AND ENSURING BUY-IN

- Further details to be announced soon
RACHEL MATHEW, SPECIALIST, STRATEGY AND EXCELLENCE, DUBAI AIRPORT FREEZONE

16:15 REFLECTION SESSION

An opportunity for summit participants to reflect and debrief on the learnings from the summit, as well as explore ideas on how the insights learnt can be applied within their organisations and gather ideas on what they would like to explore further.

16:30 CLOSING REMARKS FROM THE CHAIRPERSON
 CHAIRMAN DETAILS TO BE ANNOUNCED

16:45 FINISH

