



## REASONS YOUR BOSS WILL WANT YOU TO ATTEND

**Innovation Bootcamp May 10th to 12th 2016, Dubai**

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### **The Journey to Innovation Leadership**

Your organization is being challenged – internally and externally. While your markets continue their own rapid pace of change, your relevance and resilience in those markets is increasingly being called into question. The day has arrived for your organization to think differently about what it does. The day has arrived for it to embrace a mandate for innovation.

The question ultimately becomes one of will you – as a leader in your organization – respond accordingly. Will you rise to the occasion by embracing innovation... embracing the power it holds to transform your organization into a powerhouse capable of delivering impactful new innovations to your market... innovations that represent meaningful new value and experiences for your customers? For those who answer "Yes!", they begin a new journey – one that will take them deep into the future. But how do leaders begin this journey? Where do they turn for the skills and insights they need to move in the right direction?

#### **Keeping Up To Date**

Part of being an Innovator is keeping up to date with all the latest trends, principles and strategies in the world of innovation. The Innovation Bootcamp is the place to be to learn and keep abreast with the latest developments in the industry. We'll make sure that the time spent at the Innovation Bootcamp is of equal if not more value to your time at the office.

#### **Specialized International Speakers**

We bring you the experts from all around the world so you don't have to go to them. They are here to spread their knowledge and share with you their insights on innovation.

#### **Meet Likeminded Peers**

From friendly chit chat to official meetings, the Innovation Bootcamp offers you unlimited networking opportunities. With over 100 attendees, the connections are limitless.

#### **You Will Never Be Disconnected**

Anytime you feel the need to check on your work or reply to an urgent email this won't be a problem. With our unlimited free wi-fi to keep you connected, and complimentary charging stations to keep your gadgets charged, you will stay on top of your work.

#### **Essential Material**

The topics and content of the Bootcamp are the latest in the innovation industry which you can easily take back to work and apply to your latest innovation projects. In addition to that there will be plenty of case studies and hands on exercises to get you going.

#### **Innovation = Dubai**

In case everything else was not enough to convince you to attend, the Innovation Bootcamp is taking place in the most innovation aspiring city in the world DUBAI. With the sun shining all year round the energy is always high in Dubai and creativity is at its best.

## Major Benefits of Becoming a Certified Innovation Strategist

Recognition as a **Certified Innovation Strategist** reflects the development of several important skills and insights:



### • A Strategic Innovation Thinker

You will develop a deep awareness of innovation as a tool of strategy for advancing the relevance, growth, and resilience of your business. You will also develop the ability to guide your organization in defining and pursuing a strategic course for innovation, and with this, the ability to examine many options for an innovation portfolio, selecting those that balance the short-term, medium-term, and long-term needs of your business.



### • A Champion of the Customer Experience

You will learn how to architect entirely new business models that deliver highly-differentiated customer value, and how to use powerful tools like Journey Mapping to design and deliver all new experiences that WOW your current customers and win entirely new customers



### • A Champion of Your Organization's Own "True North"

You will develop the ability to take an objective look at how your organization is delivering new innovations to ensure it is maximizing its overall impact on the market and your business.

**Discounted packages: Register Early or bring your team - Four or more and save between USD \$250 to USD \$500**

**REGISTER TODAY**



**INNOVATION**  
— **BOOTCAMP** —