

# Innovation Management Training

## 5<sup>th</sup> of June, 2018 Maribor

**Made in Danube project** decided to improve the framework conditions for innovation by supporting the collaboration process between companies and RTO in the innovation-driven field of bio economy. The development of new products and innovative services by companies in the Danube Region, especially SMEs, requires the access to scientific and applied research knowledge combined with innovation expertise.

After this training participants will be able to overview and tackle the challenges of innovation management (IM) processes, identify key areas for future improvement and define concrete actions to maximise operational results. In the course of the training the participants will have the possibility of sharing the best practices and experiences related to this area to each other, participants are also welcome to bring and introduce their own case to the training to benefit from collective discussion. During the training tools to measure and improve innovation management performance will be introduced. This training will also include delivery training materials (in form of Handbook related to the topic), which are available not only for intramural learning but online or e-learning as well.

### PROGRAMME

08:30	Registration opens
09:00	Welcome address
09:15	<b>Made in Danube project - presentation</b> Peter Alešnik, University of Maribor
09:25	<b>Classroom training: Innovation management terms and IM processes in SMEs</b> <ul style="list-style-type: none"> <li>• Innovation and creativity ( Innovation Typologies )</li> <li>• The models of innovation</li> <li>• Intellectual Asset Management for innovation</li> </ul> <p>Janos Keresnyei MBA, PDACCI - trainer</p>
11:00	Coffee break & Networking
11:20	<b>Classroom training : Value creation, design driven innovation, lean production</b> <ul style="list-style-type: none"> <li>• Organisational culture for value creation</li> <li>• Blue Ocean strategy – value innovation</li> <li>• Strategic Design for SME-s</li> <li>• Lean design and production</li> </ul> <p>Janos Keresnyei MBA, PDACCI - trainer</p>
12:00	Lunch and networking

13:00	<b>Interactive session</b> <ul style="list-style-type: none"> <li>• Intellectual Asset management in practice</li> <li>• Value innovation principles (group work )</li> <li>• Comparison of assessment results, action plan development</li> </ul> <p>Janos Keresnyei MBA,PDACCI - trainer</p>
15:00	Coffee break & Networking
15:20	<b>Interactive session</b> <ul style="list-style-type: none"> <li>• How to develop a business model?</li> <li>• The Canvas model (group work, based on case study preferably from participants)</li> </ul> <p>Janos Keresnyei MBA,PDACCI - trainer</p>
16:45	<b>Closing Remarks</b>
17:00	<b>End of the Training</b>

#### EVENT INFORMATION

**Venue:**

Rectorat building, Slomškov trg 15, 2000 Maribor, Slovenia

**Language of the training:**

English

**Registration available:**

Via email and with phone registration.

**Registration is open until:**

31.05.2018

**Fee:**

Participation is free of charge

**Contact:**

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