



IMPACT
NOV 2 - 3, 2022

Value proposition: The fall's largest gathering of corporate innovation, strategy, design, and emerging tech execs from the US, Europe, and around the world. Join us to compare, refine, and upgrade your approach with guidance from your peers.

Venue: The Hayes Mansion, San Jose, CA.

Website: innovationleader.com/impact

Planned Agenda:

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| Tuesday, November 1st – Arrival Day |
| <ul style="list-style-type: none">• Site visits to local innovation labs and briefing centers• In-depth workshops• Wine tastings, museum visits, and walking tours of San Jose |
| Wednesday, November 2nd – Upgrading Internal Innovation Practices |
| <ul style="list-style-type: none">• How innovation should connect to business units• Setting up the right metrics and governance for innovation activity• Transforming your Organization to Inspire Innovation• How we evaluate, prototype, and test with emerging technologies• Overcoming barriers and bureaucracy in highly-regulated industries and gov't agencies• Building digital products: Best practices and understanding today's tech stack |
| Thursday, November 3rd – Upgrading External Innovation Practices |
| <ul style="list-style-type: none">• How we identify and work with relevant startups• Open innovation: Getting your organization to accept it as a 'standard operating procedure'• What should your approach be to creating or participating in ecosystems?• Smoothing the legal, compliance, and procurement bumps when working with startups• Corporate VC, regular VC, accelerators: Developing a strategy that works for your company |

Who You'll Learn From:

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| VP of Immersive Content Innovation, LucasFilm | Head of Open Innovation, Clorox | Director, Silicon Valley Office, General Motors | Former Director of Product Management, Google | Chief Product Officer, Silicon Valley Bank (...and many others!) |

Past Attendee Comments About the Value of Our Events:

"A great event which offered useful insights we can put right to work." – CEO, Benchmark Senior Living

"The ability to share ideas with innovation professionals and practitioners in other industries is powerful for learning." – Director of Innovation, **Doosan Bobcat**

"I love the diversity of perspectives, approaches, and backgrounds. It leads to new insights and creative approaches to common challenges." – Chief Corporate Engagement Officer, **University of Chicago**

"I came to my first IL event three years ago and loved it. Couldn't make it back until now, and am so impressed. You keep getting better!" – Senior EVP, **ScanSource**



Impact NYC attendees participate in an interactive exercise during a workshop.

"This has been an awesome experience. Not only because of the detail InnoLead put into it, but also because of the bank of knowledge this crowd represents. Loved it!" – Strategic Design Lead, **Entergy**

"IL Impact is the best opportunity to learn 'next practices' to help you make an impact at your company!" – SEVP, Innovation, **Harris Computer**

"Innovating is by definition a leap into the unknown. Meeting other innovators and learning from their experience is the best way to reduce risk and increase the likelihood of your own innovation success. IL's conferences are a great place for this learning." – Head of Ecosystem and Trend Scouting, **Nokia**



Questions about tickets or team discounts?
Email kristen@innovationleader.com

Questions about the agenda, travel, or lodging? Email parys@innovationleader.com