

Research differentiates IBM from the competition.

— Dr. John E. Kelly, Director IBM Research

Outstanding Companies are those who successfully manage their R&D reputation.

— Prof. Dr. Oliver Gassmann, Director ITEM-HSG

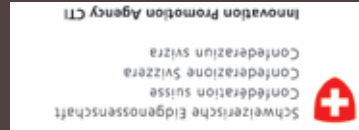
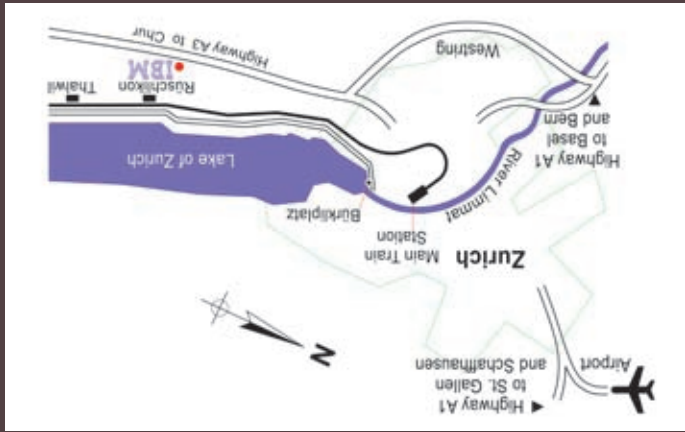
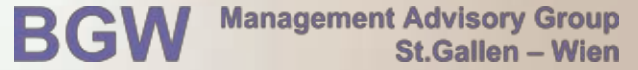
Brand it or lose it

INNOVATION SUCCESS THROUGH R&D REPUTATION

CTI Dissemination Conference

22 September 2009

IBM Research – Zurich



In cooperation with:

Public transport: Take S8 or S24 from Zurich main station to Rüschiikon station. Then change to Bus 165 to Säumerstrasse or walk 15-20 minutes uphill.
Or from downtown Zurich take Bus 165 from Bürkliplatz to Rüschiikon, Säumerstrasse.
Car: The IBM Industry Solutions Lab can best be reached via the freeway A3. Take exit "Thalwil/Rüschiikon/Adliswil". At the exit follow signs to "Rüschiikon". Continue for about 750 m on "Eggstrasse". At the roundabout take the first exit onto "Feldmoosstrasse". Continue for about 400 m, then turn left onto "Säumerstrasse".

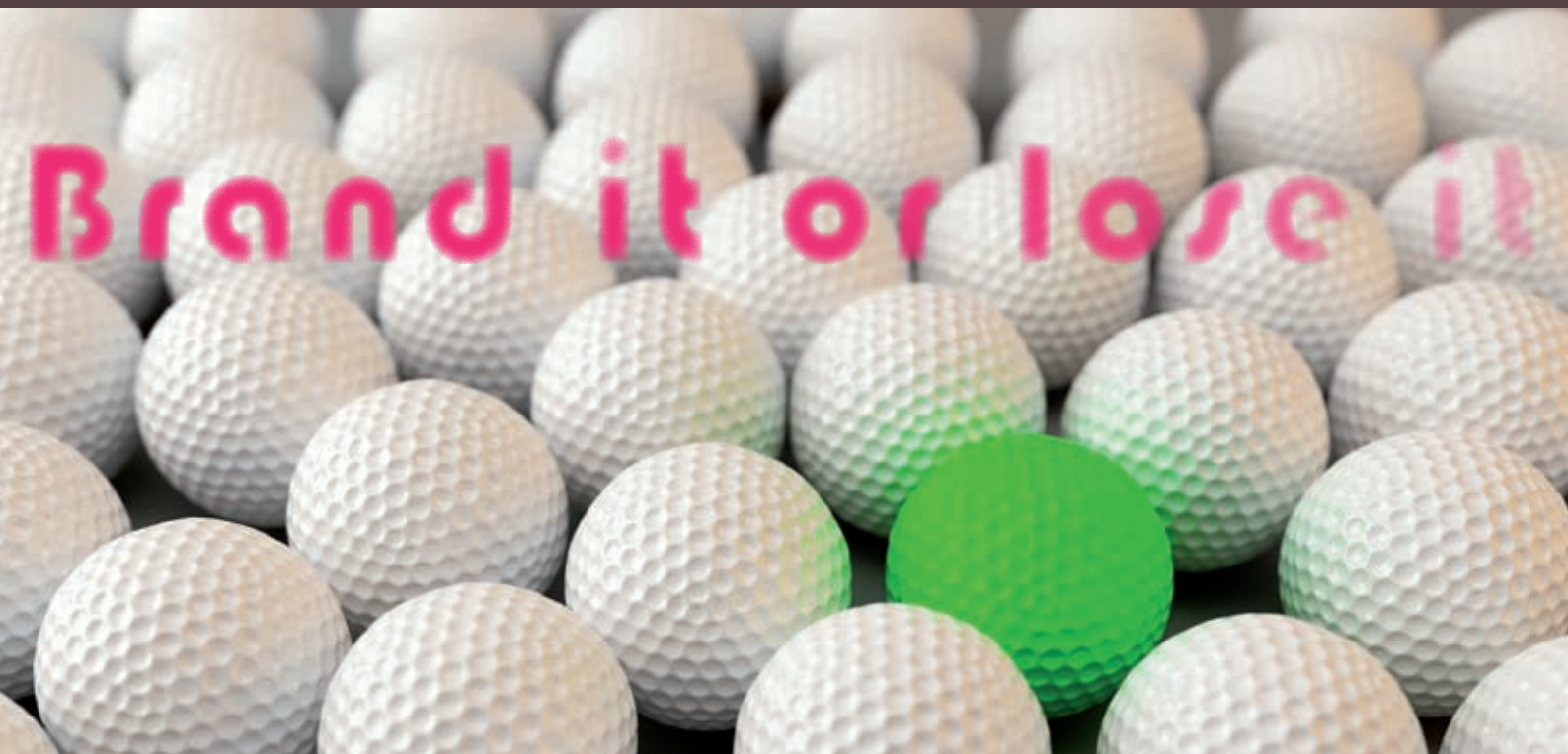
MAP & DIRECTIONS

<http://www.bgw-sg.com/researchreputation.html>

All information online at:

Date Tuesday, 22 September 2009
Time 9.30 a.m. — 4 p.m.
 followed by an apéro riche
Venue IBM Industry Solutions Lab
 Säumerstrasse 4
 8803 Rüschiikon (CH)
 Phone: +41 44 724 8711

CONFERENCE DETAILS



Brand it or lose it

CTI DISSEMINATION CONFERENCE

“INNOVATION SUCCESS THROUGH R&D REPUTATION”

Innovation management is increasingly being complemented by innovation marketing. The relationship between R&D reputation, its drivers and its impact on attracting complementary resources—such as research partners, talent and funding—has been demonstrated in an empirical study.

This research project was conducted by the Institute of Technology Management at the University of St. Gallen (ITEM-HSG), its innovation and intellectual property spin-off BGW AG, and IBM Research.

The success of innovation can be fostered by increasing R&D reputation.

Innovation—
brand it
or
lose it!

— David Aaker

PRELIMINARY AGENDA

09.00	Arrival and coffee	
09.30	Setting the frame	ITEM-HSG
	Value of reputation management	IBM
	Study results on R&D reputation management	ITEM-HSG
12.00	Lunch	
13.30	Brand value and innovation leadership	Nestlé SA
	Building research reputation	EMPA
	Managing R&D reputation	BGW AG
16.00	Innovation marketplace and apéro riche	Contributing organizations

SPEAKERS

Prof. Dr. Werner Bauer

Chief Technical Officer, Nestlé SA
(to be confirmed)

Prof. Dr. Oliver Gassmann

Director Institute of Technology Management (ITEM-HSG),
University of St. Gallen

Dr. Michael Hagmann

Head of Communications, EMPA

Dr. Erich Rüttsche

Manager Business Development & Relations,
IBM Research – Zurich

Wolf Rumsch

Research Associate, ITEM-HSG,
University of St. Gallen

Dr. Christoph Wecht

Managing Partner, BGW AG

INFORMATION & REGISTRATION

Conference language

The conference language is English.

Registration

As conference seats are limited, tickets will be given on a “first-come-first-served” basis. Early registration is recommended!

Conference fee

The conference fee is sponsored by CTI. 95 CHF per person will be charged for documentation and catering.

Contact

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For more information, visit the conference website:

<http://www.bgw-sg.com/researchreputation.html>