

The PDMA Chicago Innovation White Space Conference: Designing into the Unknown

Understand the profitable white space between or beyond existing product categories.

Chicago, IL ([PRWEB](#)) April 18, 2017 -- DESCRIPTION

The Innovation White Space Conference: Developing into the Unknown

Whether an organization is looking to exploit gaps in existing markets or product lines, or to radically alter the market landscape, this conference will provide tools, examples and experience necessary to identify unmet customer needs, map product strategy, and lead an organization to its next successful product launch.

Speakers:

Ben Brenton -- Chief Innovation Officer, Snap-on Tools
“Leading a culture of Innovation”

Dan Brown – President, Loggerhead Tools & Professor, Northwestern University
“Designing into the Whitespace”

Jack Hipple – President, TRIZ and Engineering Training Services LLC
“Identifying Market Disruptions with Nine Box Methodology”

Mike Schuster – Sr. VP New Product Development and R&D, NCH / Danco
“Finding the Sweet-Spot for Design Solutions”

Over lunch, six university product teams will be presenting “White Space Challenge” projects employing the same techniques, providing plenty of hands-on analysis of the methodologies. In the afternoon, there will be a hands-on workshop illustrating how to find design whitespace using existing data in patents.

Date:

Fri, April 21, 2017

Location:

mHUB
965 West Chicago Avenue
Chicago, IL 60642

Agenda

8:00 - 8:30am Registration and Networking (light breakfast served)

8:30 - 11:00am Keynote and two other presentations

11:00 - 1:00pm Lunch & Bar, Networking, Student Poster Sessions, Exhibitors

1:00 - 4:30pm Two Presentations, workshop, and closing session

4:30 - 5:30pm Post-event networking, Bar

<https://pdmawhitespace.eventbrite.com/?discount=s2mfriends>



Use discount code: s2mfriends

Target Audience

Senior leadership in corporations or startups Marketing, Program Managers, Product Developers (S/W and H/W), Product Managers, Marketing Managers, Product Management Teams.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).