



Customer-Centric Innovation

Transform yourself to meet your customer needs

June 15-16, 2023
Rotterdam, Netherlands

MTI² Open Program Series

“ A step-by-step approach to go from empathizing with customers to building compelling value propositions



WHAT OUR PROGRAM WILL DELIVER

1

Fresh tools and frameworks to succeed

2

Active learning methodologies

3

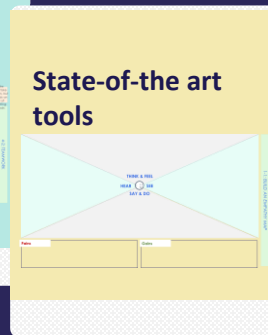
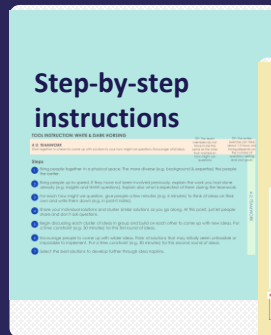
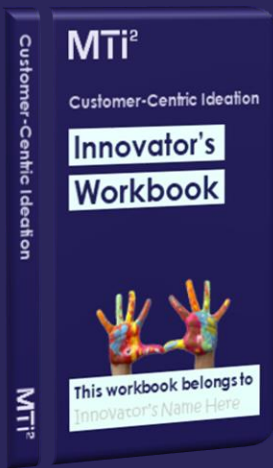
Curriculum built on relevance and rigor

4

Atmosphere built for cross-pollination & networking

5

Personal innovator's workbook



“ We created some great insights on how to cater to today's and tomorrow's customers!

Rubis Benat, VP of Marketing

“ It's key to think about customer's pain points and to put them in the center of everything!

Lucia Muñoz, Director of Marketing Projects Office & Innovation



YOUR TWO-DAY INNOVATION JOURNEY: CURRICULUM & AGENDA

Thursday June 15th



Friday June 16th

Kick off

Welcome & objectives

Tools

From customer stories to insights

Exercise

Your customer insights

Guest speakers

Driving change and innovation from the bottom-up

Tools

Discovering challenges & generating solutions

Exercise

Insights, how might we's, & white & dark horse ideas

Wrap-up

Learnings from today & looking forward to tomorrow

Tools

Building customer journeys

Exercise

Innovating your customer's journey

Guest speaker

Customer-centric innovation

Tools

Building a concept pitch and rocking your presentation

Exercise

Building a concept pitch for your ideas

Pitch

Elevator pitch of your ideas

Wrap-up

Showcase our prototypes & discuss today's learnings

EXAMPLES OF INNOVATORS THAT FOLLOWED OUR PRIOR PROGRAMS

 Oalixaxis

 Atlas Copco

 Boehringer Ingelheim

 CAESAR GROEP

 cloud republic

 Corbion

 Dechra

 ELSEVIER

 GRÜNENTHAL

 informa markets

 KLM

 MERCK

 NOKIA

 NOVARTIS

 سابك
SABIC

 VINVENTIONS

MEET THE MTI² TEAM



Elio Keko, PhD
Passionate about customer-centricity & marketing strategy, specializing in employee-based innovation.



Isabel Verniers, PhD
Professor with a passion for unleashing change within organizations, specialized in stakeholder management.



Jorne Valstar
Senior Associate at MTI² with ample experience in innovation-based projects from ideation to inception.



Stefan Stremersch, PhD
World renowned professor specialized in innovation diffusion, marketing of science, & commercialization of new technologies.



Elke Cabooter, PhD
Sales professor, with a passion for marketing, customer insights and interpreting data



Gert Jan Prevo, drs
Passionate and experienced marketer with a special interest in marketing of innovations.

PROGRAM FEES

Fee per participant:
€2,400 (excl. VAT)

Note: Rates for the two-day program include refreshments & lunches for the 2 days, but exclude dinner, accommodation & travel expenses.

HOW TO REGISTER

Get in touch with our MTI² team and one of our people will reach out for a quick chat about your background and expectations from our program. We can then decide about selection within a couple of days.

JOIN US IN

Rotterdam, Netherlands

DATE

June 15-16, 2023

CONTACT DETAILS

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We enable **people & firms**
to transform their
innovation potential
into **commercial success**

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Clients we had the privilege of working with

