

Berkeley Innovation Forum

Spring 2010, April 27-29th, Best Buy Corporate Head Quarters, Minneapolis , MN 55440

Meeting Agenda

Tuesday April 27

7:30pm **Welcome Dinner** - for early arriving BIF members – Hotel Sofitel, Minneapolis

Day 1 Wednesday, April 28

7:15am **Bus Pickup** – at the hotel to the conference center at Best Buy

7:30am **Breakfast** - For out of town attendees and those local early birds able to beat the traffic

8:15am **Welcome** - Review of the Two Day Program. Henry Chesbrough.

8:30am **Speed Dating** – an “icebreaker” to give members a chance to engage in short conversations with one another as well as to form groups for the Best Buy Workshop "The Best Buy Challenge"

9:30am **Presentation #1: "Failures and Successes of Best Buy's Innovations"**
Richard Rommel: Senior Vice President, General Manager, New Business Solutions, Best Buy

10:30am **Follow-up Discussion:** on Presentation #1 moderated by Henry Chesbrough

11:00am **Break**

11:30am **Outside Speaker - Jonathan Spier, CEO, Netbase**
“How Social Media Understanding Drives Innovation”

12:15pm **Lunch**

1:15pm **Sharing Innovation Management Experiences** - 1st Round
"Lessons from: What worked and what didn't at J&J"
Ted Torphy, Immediate Past Chief Scientific Officer and Depart Head for J&J

2:00pm **Sharing Innovation Management Experiences** - 2nd Round
What Cisco is doing in collaboration activities?- Chris Beveridge, Director of Research and Thought Leadership

2:45pm **What's New in Open Innovation at Berkeley?** Henry Chesbrough
Leading through Innovation Updates - "Open Innovation in Services" - a preview of Henry Chesbrough's New Book.

3:00pm **Break**

- 3:15pm **Sharing Innovation Management Experiences** - 3rd Round
"Lessons Learned over 15 years of Open Innovation"
John C. Tao, Vice President, Open Innovation, Weyerhaeuser Co.
- 3:45pm **Best Buy Challenge** - A challenge exercise in Processing Innovation and networking
- 5:00pm **End of Meeting**
- 5:00pm **Cocktail hour**
- 5:30pm **Working Dinner Event.** Best Buy Workshop (2 hour event with buffet dinner)
- 8:00pm **Bus Pickup** – back to the hotel - a large shopping Mall is close by the hotel for those who desire to do some shopping.

Day 2: Thursday April 29

- 7:30am **Bus Pickup** – at the hotel to the conference center at Best Buy
- 7:45am **Breakfast**
- 8:30am **Presentation #2 – Innovations in The Green Exchange Initiative**
Kelly Lauber, Global Director, Sustainable Business Lab, Nike
- 9:30am **Break**
- 9:45am **Workshop Results: 'Best Buy Challenge'**
- 11:45am **Feedback on the BIF Meeting.**
- 12 noon **Evaluations** - of the 1.5 day meeting
Box lunches
- 12: 15pm **Conclusion of Meeting, Members depart.**