

HOW TO INNOVATE NOW: SPEED, AGILITY & BIG IDEAS

PROGRAM AGENDA

START TIME	END TIME	WORKSHOP SECTION DESCRIPTION	SPEAKERS/ PANELISTS
7:30 AM	8:00 AM	Registration & Networking	-
8:00 AM	8:15 AM	Welcome Remarks	Alan Reed (CFBN)
8:15 AM	8:45 AM	<p>The State of Innovation: <i>An opening conversation</i></p> <p>Join leadership from both sides of the industry – ingredients and products – to explore “where” innovation stands as a concept and focus for our businesses today. How do we innovate in the food & beverage industry? What is working and not working? And, where we can go from here? Our panelists will look at how all of our companies can start exploring new methods and technologies to help create new opportunities for all of our teams to “innovate” in new ways right NOW to achieve better alignment, speed and success.</p>	Alan Reed (moderate); Laurette Rondenet (Edlong), Joel Warady, Denny Moy (Enjoy Life)
8:45 AM	9:00 AM	<p>Trends in Innovation Today: <i>Challenging the “how” in innovation methods used today.</i></p> <p>Ground yourself in how innovation is being done today and how it could be done in the future. Explore how that could impact your business by thinking through potential disruptors and opportunities related to new ways of doing innovation. Attendees will walk away with a new approach to thinking about trends and their impact on your business. Participants will leave with a Future of Innovation scenario which includes a collection of approximately 32 trends that span areas of interest from socio-cultural to international, all related to how innovation is done today and how it will be done in the future.</p>	Dr. Pam Henderson (NewEdge)
9:00 AM	9:30 AM	<p>Driving Alignment: <i>Changing How Your Company Thinks About Opportunities to Drive Alignment for Speed & Success</i></p> <p>Attendees will be introduced to a new methodology for approaching and identifying opportunity. These tools and frameworks can be used to create a roadmap for individual organizations, ensuring that everyone is speaking the same language and driving towards the same outcomes. You will also take home a copy of the best-selling business book, “You Can Kill an Idea... But You Can’t Kill an Opportunity!” which describes the introduced frameworks and tools explained in this section; as well as a workbook that outlines the tools each with exercises to better understand and practice the introduced tools.</p>	Dr. Pam Henderson (NewEdge)

9:30 AM	10:00 AM	<p>Increasing Speed: <i>Leveraging New Technologies to Increase Speed to Market</i></p> <p>Jason will introduce cutting edge AI technology and how it can be used to speed up the iteration process of creating new products. AI is a real-life example of how technology is changing how companies approach innovation and how to increase “speed to market”. The conversation will explore and compare this new technology to the current solution of traditional sensory from both a time and cost standpoint.</p>	Jason Cohen (Gastrograph AI)
10:00 AM	10:30 AM	<p>Launching for Bigger Success: <i>Creating a holistic approach to ensure bigger, more successful launches</i></p> <p>Edlong’s leadership team will join attendees to explore a real-world success story of how using these new tools can produce faster, more successful product launches. Attendees will participate in a “taste test” to explore the difference in products in the case study!</p>	Laurette Rondenet (Edlong) + team
10:30 AM	10:45 AM	BREAK (refreshments/snacks)	-
10:45 AM	11:15 AM	<p>Final Thoughts: <i>How can you change how your company does innovation today and in the future?</i></p> <p>Join in on the final conversation of the day as we explore how two real companies – Edlong and Enjoy Life – have been applying new methods, processes, and technologies to changing their approach to innovation. All companies are faced with the same challenges – alignment, speed, success – and we will look at how new approaches to innovation can help your company achieve better results.</p>	Alan Reed (Moderate); Laurette Rondenet (Edlong); Joel Warady; Denny Moy (Enjoy Life)
11:15 AM	12:15 PM	Lunch & Additional Networking	