

COME TO TORONTO FOR THE **ASQ INNOVATION CONFERENCE**

Saturday, September 20, 2014

Keynote: Mike Docherty

International Plaza Hotel Toronto Airport



Innovation is today where quality management was 25 years ago. It is often confined to a small group of people in your organization—these great ideas and useful approaches are not always well publicized and do not always engage all of your people. Innovation can also mean different things to different people.

To be successful, innovation—like quality—needs to engage everyone. To consolidate the Innovation Body of Knowledge, the Innovation Interest Group is tapping a wide range of innovation thought leaders and practice leaders to find what works well, how success has been generated, and how successful approaches can be employed more widely. Not every method will work well for everybody, but there will be tools and techniques that you can use in your own work environment.

Featuring an Exciting Slate of Speakers Whose Range of Innovation Topics Includes:

- Culture
- Managing Innovation
- Process
- Quality to Innovation Pathway
- Stats and Innovation
- Innovation in an Established Organization

Conference Rates:

- Early-Bird (up to August 15): \$199.00
- The Full Conference (three days): \$250.00

Register at asq.org/innovation-group/About/innovation-conference.

Included With the Conference Registration:

- Friday, September 19, an evening reception hosted by the Toronto Section.
- Sunday, September 21, a morning workshop.

Special conference hotel room rate: \$109.00/night

A special block is reserved until three weeks prior to conference.

Offer expires September 25.

Reserve your room at:
asq.org/innovationgroup/About/innovation-conference.

Mike Docherty is a leading innovation expert with experience from senior-level corporate leadership, consulting, startups, and venture capital. He has managed several venture-backed startups, including Third Screen Marketplace, a Cincinnati, OH-based mobile technology innovation network. Docherty was also president of Spencer Trask, the venture capital firm behind leading collaborative innovation platforms including InnoCentive, inno360, and others.

New Sources of Growth Through Innovation

Docherty helps the audience understand there are many levels of innovation, from sustaining to breakthrough. And innovation isn't just about products. It applies to business models, processes, and even distribution. In this presentation, he helps business leaders develop a better understanding of how to use sustaining innovation to protect and defend today's core business, while simultaneously exploring breakthrough innovations that can create entirely new platforms of growth for the company.

Innovation is

the successful **conversion** of **new knowledge** into **new products and processes** that deliver **new customer value** in the **marketplace**.

Spend a weekend in Toronto and get lots of new and innovative ideas!

Go to asq.org/innovation-group for more details.



Innovation
Interest Group
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