R&D Network «The Next Challenge»

Sharing Best Practices in International R&D Management

September 20-21, 2007 – Konstanz, Germany

Project Management in Practice
The Turnaround from Product to System Development
Team Motivation in a Scientific Environment
Technology Roadmapping – a Strategic Exercise
Guest Talk about Cross Translation between Personality and Visual Worlds
The Ultimatum Game – about win-win-strategies in business relationships
R&D Network «The Next Challenge»

Sharing Best Practices in International R&D Management

Conference Programme

Thursday, September 20

13:00 Get Together and Light Lunch
14:00 **Welcome and Introduction**

*Project Management in Practice*
The difficulty to compile complete requirements, to develop meaningful KPIs, to break down barriers between R&D and non-technical functions
Topic introduced by *Anders G. Christensen*

*The Turnaround from Product to System Development*
Examples, insights, questions, discussion
Topic introduced by *Martin Paping*

*The Ultimatum-Game*
About win-win-situations and fair-play in business
Referee: *Martin Paping*

17:00 **Cross Translation between Personality and Visual Worlds**
About the necessity of personality oriented HR management in a world of demographic change
Guest Talk by *Dr. David Scheffer* - Helmut-Schmidt-University, Hamburg

18:30 Cruise on Lake of Constance
20:00 Dinner at the *O’Lac*
afterwards: Casino Night (optional)

Friday, September 21

9:00 **One Year After the Insead Seminar**
Impact on daily work, lessons learned, ...
Topic introduced by *Martin Paping*

*Team Motivation in a Scientific Environment*
Challenges during the build-up of a new team of scientists
Topic introduced by *Philippe Marechal*

*Technology Roadmapping – A Strategic Exercise*
How to avoid project delays by component-based technology planning
Topic introduced by *Martin Paping*

12:00 Lunch
13:30 Closing of Workshop
The Venue

The conference will take place at the **Hotel Waldhaus Jakob** in Konstanz, located directly at the lake, 2 km from the center. If you arrive by train, it is recommended to take a cab.
The closest international airport is **Zürich, Switzerland**

Distance to Konstanz is about 70 km (45 miles).

Two trains per hour leave from the airport to Konstanz, xx:18 (change at Weinfelden) and xx:48 (direct);

Departure at track 1, travelling time is a bit more than one hour.