



DEPAUL UNIVERSITY

COLLEGE OF COMMERCE

Center for Creativity and Innovation



Innovate 2008! **Designing the Innovative Workplace**

September 26, 2008

9:00am-4:15pm

DePaul University Conference Center

1 E. Jackson, 8th Floor

Chicago, IL

Cost: \$325, includes lunch and closing networking reception

The spaces in which we work can be configured to promote collaboration, communication, and experimentation – key elements of organizational culture that result in innovation and high performance. Today's business leaders recognize the importance of designing a workspace that not only considers functionality, but also connects and aligns individuals and teams with the company's vision and strategy. Effective design can enable workers to achieve the creative collaboration necessary to produce novel products, services, and technologies for enhanced consumer experiences and business growth.

The 2008 Conference brings together business and academic leaders, as well as experts in design and innovation. Speakers include:

- Cathy Calhoun, President, Weber Shandwick – Chicago and Co-President, Global Consumer Marketing, **Weber Shandwick**
- Adam Hecktman, Director, **Microsoft Technology Center**
- Brian Knudson, Founder and CEO, **NogginLabs**
- Cathy Martin, Vice President of Restaurant Innovation, **McDonald's**
- David Schmahl, Senior Director, and Stephanie Schall, Director, **SmithBucklin Innovation Center**
- Tom Stat, Associate Director, **IDEO**
- Warwick Stirling, Global Director of Innovation, and Nancy Tennant, Corporate Vice President of Leadership and Strategic Competencies, **Whirlpool Corporation**
- Ronald Watt, 2nd VP, New Growth Ventures, **Trustmark Companies**

REGISTER ONLINE TODAY!

<http://creativity.depaul.edu>