



### The Actors

**Jump-Start Story** Dr. Elisabeth Vogel, wissenswert GmbH

**Input 1** Prof. Dr. Andrea Back, University of St. Gallen (HSG),  
Institute of Information Management

**Input 2** Christian Hirsig, CEO, Atizo, Open Innovation GmbH

**Case Studies\*** For the book we have compiled more than twenty European and international case studies. Selected authors of the case studies will attend the event and share their learnings and insights. Discussions among participants and the authors will ensure a valuable two-way learning experience. As soon as we have finalized the list of attending authors, we will publish a list of the cases and the industries covered on SKMF website.

**Language** Input by authors and documents will be in English. KnowledgeCafe sessions may be English and/or German, pending participants' mix.

**Registration** www.SKMF.net

**Fees** **Regular**  
from 01.01.09

Members SKMF	CHF 350
Non Members	CHF 450
Students	CHF 150

**Book copies** Each participant to receive a personal copy at the event. Additional copies may be purchased at the event for CHF 20 (launch pricing!)

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## 4. SKMF Tool Day 2009

### Supporting Service Innovation through Knowledge Management

Practical Insights & Case Studies & Book Launch

Thursday, 19th March 2009

08:30 – 18:30

GDI - Gottlieb Duttweiler Institut, Rüschlikon/Zürich

Organizers: KnowledgeBoard and SKMF



## How can Service Innovation benefit from Knowledge Management to help organizations to realize their potential?

A new book co-edited by KnowledgeBoard and SKMF provides answers to this challenge. It contains more than twenty case studies from various industries.

**Our Theme** The service sector is growing at a fast rate and competitive advantage is gained mainly through development of innovative services. Understanding Service Innovation has become an imperative, a critical competence. Selected practical cases demonstrate how KM techniques and tools improve the creation and integration of new knowledge to deliver creative and innovative services.

**Event structure** This event is centered around “practical insights and case studies”. The case study authors will introduce the core concepts and techniques/tools, but most of the time will be spent on discussing participants’ questions, concerns and issues. In the afternoon, we will use the KnowledgeCafe concept to interactively discuss participants’ questions with the authors. New insights, thoughts and reflections on the topic will be shared among the participant in subsequent session. There will be also sufficient time for networking and final discussions.

**Target audience** CEOs, innovation managers and practitioners, project managers, consultants and decision makers from services, industry and public sectors alike. Students and researchers will benefit as well. They will be equipped with a set of usable and practical examples of the different KM methods, tools and instruments supporting Service Innovation.

**For Questions** Contact SKMF-Office: [g.gempp@skmf.net](mailto:g.gempp@skmf.net)

## Agenda

08:30	Sign in & Coffee & Networking
09:00	Wellcome
09:15	Jump – Start - Story
09:45	Web-based Open Innovation – What’s your Strategy for Creating Knowledge, Products, and Services with Online Communities?
10:30	Coffee & Networking
11:00	How Wiki’s, Blog’s & Co. help to drive Service Innovation @ Atizo
11:45	Knowledge Cafe briefing & subscription
12:15	Buffet Lunch & Networking
13:15	Knowledge Cafe on Service Innovation* (part 1)
15:15	Coffee & Networking
15:45	Knowledge Cafe on Service Innovation* (part 2)
17:45	Refreshments
18:00	Open Table - Conclusions / Statements / Issues
18:30	Apéro
20:00	Farwell & Good Bye

\* 30’ min slices