

Idea-management

Ziel

Acquire knowledge about the contents and procedure of an effective and efficient idea-management process from the idea generation to its implementation.

Principal training topics

- Idea generation
- Idea evaluation and prioritization
- Implementation of ideas

Methoden

- Creativity techniques
- Business plan development
- Practical examples

Target participants

Employees from innovation or R&D as well as leading employees

Duration

1,5 days

Date

08.-09. Juni 2009

Place

IMIG AG, Poststraße 35-37, 71229 Leonberg

Price

790 Euro zzgl. gesetzl. MwSt.