AGENDA

SMG POWER USER EXCHANGE 2012

Wednesday, October 17

The Westin Kansas City at Crown Center

7:30 – 8:00	Breakfast
8:00 – 12:00	d.school (Group 1) *
12:00 – 1:00	Lunch (Groups 1 and 2)
1:00 – 5:00	d.school (Group 2) *
6:30	Welcome reception

* The d.school workshop will be a condensed session of a three-day course offered at the Institute of Design. You will learn how to become more confident in your thinking and how to drive change in your organization by thinking differently.

Design Thinking Bootcamp: From Insights to Innovation offers you the chance to learn design thinking – a human-centered, prototype-driven process for innovation that can be applied to product, service and business design. The d.school believes that innovation is necessary in every aspect of business, and that it can be taught.

Thursday, October 18

SMG Corporate Office

7:30 – 8:15	Breakfast
8:00 – 8:15	Welcome
8:30 – 9:45	Industry Roundtables
10:00 – 11:15	Workshop #1
11:15 – 12:20	Lunch
12:30 – 1:45	Workshop #2
2:00 – 3:15	Workshop #3
3:30 – 4:45	Workshop #4
4:45	Reception

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Insights to Innovation.
SMG (Service Management Group) is the leading international customer experience research firm. Driving business results by partnering with brands to improve customer loyalty and employee engagement, SMG provides actionable insights and recommendations at both the front-line and senior executive levels.

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