



# 1st European Conference on Strategic Foresight Benchmarking among multinational companies



13<sup>th</sup> - 14<sup>th</sup> December 2007 in Berlin

## Agenda Thursday 13<sup>th</sup> December 2007

12:00 - 13:00	<i>Arrival and Lunch at T-Labs</i>
13:00 - 14:00	<b>Welcome and Introduction</b> <b>Strategic Foresight in Multinational Enterprises - A European Benchmarking study</b> Prof. Dr. Hans Georg Gemünden (Chair for Technology and Innovation Management)
14:00 - 14:45	<b>Internal Collaboration Tools for Strategic Foresight at British Telecom</b> David Brown (British Telecom - Manager Strategic Foresight)
14:45 - 15:30	<b>Integrating Market and Customer Scouting into Strategic and Operative Innovation Management</b> Stefan Liske (PCH Berlin-Los Angeles GmbH - CEO)
15:30 - 16:00	<i>Coffee Break</i>
16:00 - 17:30	<b>Workshop:</b> <b>How to Facilitate Strategic Discussion With Multiple Stakeholders</b> Moderated by René Rohrbeck (Chair for Technology and Innovation Management)
20:00	<i>Conference Dinner at the Drei</i> <i>(Savignyplatz 2, 10623 Berlin)</i>

Conference Venue: Deutsche Telekom Laboratories, Ernst-Reuter-Platz 7, 10587 Berlin, Germany  
For additional information, please contact us: [conference@strategic-foresight.eu](mailto:conference@strategic-foresight.eu)



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## Agenda Friday 14<sup>th</sup> December 2007

09:30 - 09:45	<b>Introduction</b> Prof. Dr. Hans Georg Gemünden
09:45 - 10:30	<b>Using Roadmapping for Business and Product Planning</b> Dr. Ruud Gal (Philips Lighting - Innovation Improvement Manager)
10:30 - 11:15	<b>Methods and Tools of Strategic Foresight at Deutsche Telekom</b> Dr. Heinrich Arnold (Deutsche Telekom, Laboratories - Head of Innovation Development)
11:15 - 12:00	<b>Integrating Foresight in Technology Management at Telecom Austria</b> Martin Schlicksbier (Telekom Austria - Strategic Portfolio- and Innovation Management)
12:00 - 13:00	<i>Lunch at T-Labs</i>
13:00 - 13:45	<b>Using Strategic Foresight for Strategic and Operative Innovation Planning - The Future of Automotive at Siemens VDO</b> Roger Deckers (Siemens VDO– Director Technology Board)
13:45 - 14:15	<i>Coffee Break</i>
14:15 - 16:00	<b>Panel Discussion:</b> <b>The Road Ahead - Improving Strategic Foresight Practices</b> Prof. Dr. Hans Georg Gemünden, Prof. Dr. Guido Reger, Roger Deckers, David Brown, Dr. Heinrich Arnold
16:00	<i>Departure</i>

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