

R&D Network «The Next Challenge»

Sharing Best Practices in International R&D Management



September 20-21, 2007 – Konstanz, Germany

Project Management in Practice

The Turnaround from Product to System Development

Team Motivation in a Scientific Environment

Technology Roadmapping – a Strategic Exercise

Guest Talk about Cross Translation between Personality
and Visual Worlds

The Ultimatum Game – about win-win-strategies in
business relationships

Sharing Best Practices in International R&D Management

Conference Programme

Thursday, September 20

13:00 Get Together and Light Lunch

14:00 **Welcome and Introduction**

Project Management in Practice

The difficulty to compile complete requirements, to develop meaningful KPIs, to break down barriers between R&D and non-technical functions

Topic introduced by *Anders G. Christensen*

The Turnaround from Product to System Development

Examples, insights, questions, discussion

Topic introduced by *Martin Paping*

The Ultimatum-Game

About win-win-situations and fair-play in business

Referee: *Martin Paping*

17:00 **Cross Translation between Personality and Visual Worlds**

About the necessity of personality oriented HR management in a world of demographic change

Guest Talk by *Dr. David Scheffer* - Helmut-Schmidt-University, Hamburg

18:30 Cruise on Lake of Constance

20:00 Dinner at the **O'Lac**

afterwards: Casino Night (optional)

Friday, September 21

9:00 **One Year After the Insead Seminar**

Impact on daily work, lessons learned, ...

Topic introduced by *Martin Paping*

Team Motivation in a Scientific Environment

Challenges during the build-up of a new team of scientists

Topic introduced by *Philippe Marechal*

Technology Roadmapping – A Strategic Exercise

How to avoid project delays by component-based technology planning

Topic introduced by *Martin Paping*

12:00 Lunch

13:30 Closing of Workshop

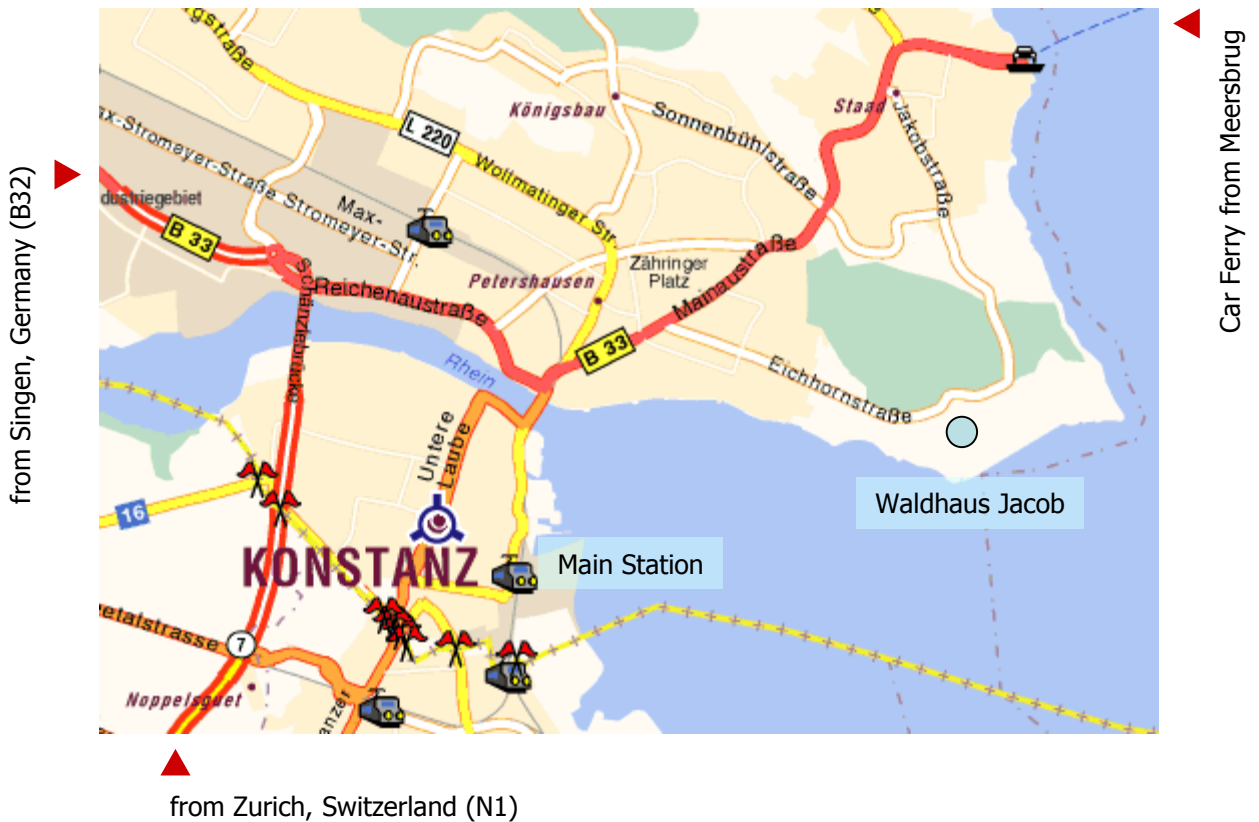
The Venue

The conference will take place at the **Hotel Waldhaus Jakob** in Konstanz, located directly at the lake, 2 km from the center. If you arrive by train, it is recommended to take a cab.

Hotel Waldhaus Jakob
D-78464 Konstanz
Eichhornstraße 84

Tel. Hotel: +49/7531/8100-0
Fax Hotel: +49/7531/8100-67
E-Mail Hotel: +info@waldhaus-jakob.de
Tel. Restaurant: +49/7531/8100-13
E-Mail Restaurant: BaumgaertnerRest@t-online.de





Travel Instructions Konstanz

Railway Germany
www.db.de

Airport Stuttgart
www.stuttgart-airport.com

Airport Munich
www.munich-airport.com



Airport Friedrichshafen
www.fly-away.de

Airport Zurich
www.zuerich-airport.com

Airport Innsbruck
www.innsbruck-airport.com

Railway Switzerland
www.sbb.ch

Railway Austria
www.oebb.at

The closest international airport is **Zürich, Switzerland**

Distance to Konstanz is about 70 km (45 miles).

Two trains per hour leave from the airport to Konstanz, xx:18 (change at Weinfelden) and xx:48 (direct);

Departure at track 1, travelling time is a bit more than one hour