

**InnovAction – an Innovation Management Seminar**  
**April 3 to April 11, 2011 (ENGLISH) and May 29 – June 6, 2011 (SPANISH)**

**Organized by the Weitz Center for Development Studies**  
Professors: Dr. Laura Altschuler and Dr. Jaime Amsel

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*"When all think alike, then no one is thinking", Walter Lippman*



If you are willing to learn from Israel Entrepreneur's Nation doings  
If you are amidst Risky and Opportunity-loaded environments  
If you are pitching in a creative process

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**You are now ready to make an InnovAction!**

- Open your window of opportunities -
  - Rewrite the rules of the game -
    - Invite new ideas -
  - Elaborate an innovation strategy -
  - Put together an InnovAction plan -

The nine-day course will take place in the Weitz Center, Rehovot, Israel. It will be articulated around theoretical classes, workshops and teamwork, project formulation and relevant field visits.

At the end of the course, participants will have acquired knowledge related to generation of ideas, targeting relevant customers, markets reaction to innovation, organizational behavior, effective networking and strategic alliances, services and products' portfolio management and business plan designing.

The field visits will allow participants to enlarge their vision of national innovation: Projects based on agriculture, technology and services as well as relevant support systems in Israel will be presented as case studies.

Two seminars are offered. A seminar in English will be conducted from April 3 to April 11, 2011, and a seminar in Spanish from May 29 to June 6, 2011.

**A minimum 15 participants is prerequisite to open the seminar. In case of less than 15 persons are registered one month prior to the course The Weitz Center will reimburse those already paid.**

Please specify your language requirement when applying.

#### **Who can participate?**

- Intrapreneurs: Promising managers at business organizations
- Entrepreneurs: Business entrepreneurs or potential entrepreneurs (SMEs and new enterprises)
- Social entrepreneurs: Entrepreneurs interested in deploying local community-development innovative projects
- Academicians, scientists and researchers working in areas of interest to the business organizations or to management schools
- Officers from local and national Science and Technology departments and from industry or SME development units
- Local and national officers interested in developing innovative programs in their working field.

Bringing together very different and usually not networked audiences will enable productive interaction and networking opportunities. Moreover, creating this network is an essential social infrastructure leading to innovation.

#### **How to apply?**

Please provide the following information when applying:

- Full name and country
- Educational background
- Name of the organization you work with and current position
- Length of service
- If you have in mind a project to be developed, please add a small description (maximum 250 words)
- Contacts of other potential participants you may know

- Cover letter stating your motivation in participating in the InnovAction course (maximum 250 words).

### **Course's fees and payment rules**

The course's fees will depend on the number of participants. Fees will account for 2500 USD (if the number of participants reaches 20 or above) to 2900 USD (15 to 19 participants). They include field visits and workshop, transportation in Israel, accommodation in double-room (if you wish to have a single room, please note that an additional participation of 55 USD per night will be asked) and half-board. The Weitz Center will provide a medical insurance for the duration of the course, which excludes dental care, pregnancy, eyeglasses and chronic illnesses.

The Weitz Center is not responsible in case of lost or stolen personal belongings.

Payments should be transferred no later than a month prior to opening date to Weitz Center's account:

Name of Account: **Weitz Center for Development Studies**

Name of the account in Hebrew: **Merkaz Weitz Lelimudey Hapituah**

Name of the Bank: **Bank Leumi Le Israel 10**

**Branch No. 930**

Address: **Hertzel St. 200**

City: **Rehovot**

Country: **Israel**

Account no: **158900/60 (in NIS)**

Account no.: **4019/32 (in Dollars/Euros)**

Swift code: **LUMIILITXXX**

IBAN.: **IL14010930000000401932**

If the number of participants will not reach 15, payments made will be returned.

### **Additional Information**

Any additional information is available at:

Weitz Center for Development Studies

Division of Training

P.O.Box 12

Rehovot 76100

Israel

Tel: 972-8-9474111

Fax: 972-8-9475884

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