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Project Management Institute
Northern Italy Chapter

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The Value of Project Management for Innovation Strategies

***Bologna Business School
Villa Guastavillani
Via degli Scalini 18 - 40136 – Bologna
September 14th, 2017***

Abstract

Strategy is the art of positioning a company in a unique mode on the market. Innovation is the art of renewing a company's value proposition involving all resources and competencies . Innovation implies a set of long term change programs. Project and Program Management is, indeed, an instrumental discipline to execute such a strategy.

This event, - ideal sequel of «Planning Success» from 2016 and as that hosted in the prestige venue of Bologna Business School – aims to bring to his attendees experiences on the programs and the projects that companies adopt to innovate their proposition facilitating the experience of their customers.

We will have speakers of international relevance and representatives of important companies of the area. We will enjoy the contribution of Francesco Pisano CEO of Worgas which will show how to manage an R&D portfolio. Detlev Reicheneder from Autodesk will explain the vision of this important international player on the future of design. Eduard Pfister owner and CEO of Parm Ltd. will show the strategy of a player in the market of PPM for the strategic management of agility. David Pierinelli president of the Azienda Autostazione di Bologna will speak about the role of innovation in the portfolio of initiatives which his company is taking to improve the offering and the experience of their users. Gianluigi Guidi will show how methodology and innovation allowed this company to grow from a small size business to become player on international level. From the academic world we will have, in the end, Professor Federico Munari.

We look forward to your participation

Sponsors



Venue

Bologna Business School – Via degli Scalini 18 – 40136 Bologna



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Northern Italy Chapter

The **PMI® Northern Italy Chapter** (PMI®-NIC) is the reference point for all those interested in project management in Central and Northern Italy. It counts more than 2,000 members from all fields of application, more than half of them are PMP® (Project Management Professional). The Chapter is part of the Project Management Institute (PMI®), the most important professional project management professional organization. PMI was founded in the USA in 1969 and today has more than 450,000 members in 185 countries.

Agenda

Agenda			
Topic	hh:mm	Speaker	Titel
1	9:00		Registration of participants
2	09:30	Luca Costa, Stefano Setti - PMI-NIC Alfredo Montanari: Bologna Business School	Welcome
3	10:00	Gianluigi Guidi e Francesco Ciani – Guidi & Partners	Innovazione e metodo: la via per eccellere.
4	11:00	Detlev Reicheneder - Autodesk	The Future of Making Things
5	12.00	David Pierinelli - Azienda Autostazione Bologna	Innovare nella Pubblica Amministrazione
7	13.00	Lunch break	
8	14:00	Eduard Pfister - Parm AG	Enabling Agility: the Support of Software
9	15:00	Francesco Pisano - Worgas	Domare la Tigre: Gestire il Portafoglio dell'Innovazione
10	16:00	Prof. Alessandro Grandi –Università di Bologna	Summary and final Note
11	17:00		Farewell

Registration

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Participation in the event is free.
To participate you must complete the registration form on the website:
www.pmi-nic.org
The participation entitles to the acquisition of
2 PDU Leadership for all PMI Certificates
4 PDU Strategic and Business Management for PMP/PgMP, PMI-ACP,
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