

INNOVATION DAYS @ MIHQ

Advancing the INNOVATION **Blueprint** and Unlocking the Future

September 16 – 20 WEEK AT A GLANCE			Our Journey from UNDER INNOVATION to LIVING INNOVATION		
	9.16 – MONDAY –	9.17 – TUESDAY –	9.18 – WEDNESDAY –	9.19 – THURSDAY –	9.20 – FRIDAY –
	Why Innovation?	What Can We Learn From Ourselves + Others?	How Are We Doing It?	How Can I Do It?	Moving Forward
	Experience the “Under Innovation” journey at Marriott International Success - and innovation - are never final	Explore innovation opportunities in the mobile / digital space Learn about Marriott’s innovative, game-changing partnerships	Leverage innovation tools and resources to solve challenges, drive creativity and think BIG	Innovate by “doing” – rapid prototyping, design thinking, building, documenting + storytelling – and become a CHANGE AGENT!	Gain insights into how to Live Innovation every day
	EC 11:00 – 11:30 a Living Innovation @ MI <i>Arne Sorenson, David Rodriguez, Stephanie Linnartz</i> The Hub Join the kick-off of this week’s series of Innovation Days @ MIHQ. INNOVATION Blueprint: 3 Pathways to Innovation <i>Matthew Von Ertfelda</i> - Build Capability - Create Value - Engage + Communicate 11:30 – 12:30 p EC INNOVATION Challenge Jam: Envisioning the Future of Full Service <i>Lisa O'Donnell, Chris Baer</i> The Hub – Studios 1 & 2 Next generation travelers are connected by a variety of mobile, social and technology platforms; and they are increasingly accustomed to interacting and conversing with brands they love. In this Jam Challenge, collaborate and rapidly ideate on how habits and behaviors of next generation customers are shaping the Marriott fullservice properties of the future. 5 rotations at 12:30, 1:15, 2:00, 2:45 + 3:30 p CV Travel Brilliantly: Marriott Hotels’ Strategy <i>Paul Cahill</i> Lower Level Auditorium Hear about Marriott Hotels’ brand strategy and visit The Underground Innovation Lab to experience the guest touch points that will lift the brand’s perception with its target guest. The Underground will showcase The Art of Hosting, the Travel Brilliantly campaign, Mobile Guest Services, the Future of Meetings, Guestroom Redesign, Greatroom, Red Domino and Goji Kitchen+Bar.	BC 10:00 – 11:00 a The Digital Traveler <i>Livia Labate, Ken Kellogg, Jeremy Wilbur</i> The Hub - Studio 1 The digital experience continues to change at a faster pace each year. Our new guests are “digital natives” for whom technology has always been a part of their lives. Join us as we share ways in which Marriott will stay ahead of the game and create experiences that engage these travelers. 11:00 – 12:00 p EC Succeeding In A World Gone Digital What does engagement mean to PepsiCo? <i>John D. Ross, Jr., PepsiCo</i> The Hub – Studio 2 PepsiCo digital will share insights and results on big digital activations including their most successful YouTube video sensations, and Super Bowl halftime and discuss why US web users actually don’t share as much as we think. BC 11:00 – 12:00 / 1:00 – 2:00 p Jam Demo + myLearning Demo Hub Mediascapes / Canopies <i>Lisa O'Donnell</i> Hear from the implementation teams of Jam and myLearning and demo the new platforms. CV 12:30 – 1:30 / 2:00 – 3:00 p The Hotel As A Social Network MIT and Marriott Hotels: An Innovative Partnership <i>Federico Casalegno, Ph.D., Catherine Winfield</i> <i>MIT Mobile Experience Laboratory</i> The Hub - Studios 1 & 2 MIT professors and students share insights into their unique corporate / academic partnership with Marriott Hotels, and inspire us with next gen thinking about social architecture and digital design.	BC 10:00 – 11:00 a Learning: The Innovation Engine <i>Tim Tobin</i> The Hub - Studio 2 See how learning and innovation go hand in hand; how learning has evolved to address associate and business needs; and experience tools, tips and resources for you to build skills around innovation. 11:00 - 12:00 / 12:30 - 1:30 p EC Gamification: From Idea to App The Creation of Xplor, a Social Game by Marriott <i>Stephen Stewart, Indigo Kelleigh</i> <i>Evviva Games</i> The Hub - Studio 2 Discover how Marriott’s latest game Xplor was developed. From early business strategy through concept, and how the final product was created and shaped. A behind the scenes look at how social and casual games are produced. EC 11:00 – 12:00 / 1:00 – 2:00 p CEO’s LinkedIn Blog Hub Mediascapes / Canopies <i>Shannon Lopez</i> Learn how Marriott’s CEO gained 13,000+ followers via LinkedIn since launching a blog in May. Hear about the strategy to grow more followers and how you can participate. BC 2:00 – 4:00 p Brainstorming 1.0 Concepting 1.0 <i>Jennifer Hsieh, Anna Mancebo, Chris Baer, Kelly Mackey</i> The Hub - Studio 2 Using innovation tools, learn and experience effective techniques to get your team thinking creatively about solving business problems. Brainstorming: The best way to have a good idea is to start with a lot of ideas. Participate and learn how to conduct a really good brainstorm so you can use this technique when problem solving. Concepting: Ever struggle to communicate your new idea to others? Welcome to Concepting 1.0 – we’ll share with you the must haves to make your pitch compelling. Plus we’ll do it on one page!	BC 10:00 – 11:00 a Think Like Apple <i>Karim Khalifa, Gretchen Hartley</i> The Underground Learn how Marriott is approaching innovation and how to begin to think like other top innovation companies. Participate with A&C’s Global Services team in solving a design problem and provide your own solutions. 11:00 – 12:00 p BC 3D Printing Revolution <i>Joe Travez, PPI</i> The Hub - Studio 2 The future is accelerating at a relentless pace because of technology, and 3-D printing is helping to unleash technology’s potential. Learn from one of the leading experts in 3-D printing and advanced manufacturing. A former Marriott Executive will elaborate on the power of this new and amazing tool and how we at Marriott might apply it to our future. BC 11:00 – 12:00 / 1:00 – 2:00 p Jam Demo + myLearning Demo Hub Mediascapes / Canopies <i>Lisa O'Donnell</i> Hear from the implementation teams of Jam and myLearning and demo the new platforms. BC 12:30 – 1:15 / 1:30 – 2:15 p Prototyping 1.0 <i>Chris Abell, Michael Fischetti, Maria Rezende-Heiston, Lindsey Rosenberg</i> Lower Level Atrium Try prototyping – make your idea tangible! Learn how to deliver a prototype on a limited budget while achieving high level results, maximizing collaboration and teamwork at the same time. Key principles of prototyping will be revealed. BC 1:00 – 2:00 p Feedback 101 Hands-on design experience <i>Gretchen Hartley</i> The Underground Giving and receiving good feedback is harder than it looks. Learn how to give feedback with greater impact. A&C hosts this interactive and fun session with real examples and a new and powerful way to deliver projects that have lasting effect.	BC 10:00 – 11:00 a Engaging the Next Generation Mindset <i>Matt Carrier, Jessica Lee</i> The Hub – Studio 2 Join millennial thought-leaders to learn how a collaborative, cross-discipline team of Marriott next-gen associates is emerging, shaping company initiatives and contributing to a culture of innovation within Marriott International. 11:30 – 12:30 p EC Trends Defining Tomorrow <i>Scott Lachut, PSFK</i> The Hub – Studio 2 PFSK surfaces the trends that transform industries. Scott Lachut, Director of Consulting operation for PFSK, will present an array of future-focused trends that will deeply impact brands and businesses across the world. PSFK clients include Apple, American Express, BMW, NBCUniversal, Pepsi and Target. PSFK research identifies and understands significant signs of change appearing in both popular and business culture.

The INNOVATION Blueprint is a global strategy designed to unlock the future by promoting and accelerating a culture of innovation through three pathways:

- BC

Build Capability
- CV

Create Value
- EC

Engage + Communicate