

## HOW INNOVATION REALLY WORKS

### Our knowledge

WACKER's VINNAPAS® binders have been the number one on the market for almost 50 years. But we can only continue this success via continuous innovations throughout customers' entire supply chain.

Winnovation is a consultancy that helps companies to become continually innovative – and thus open for new developments.

### Concept

People come up with innovations, not machines. We let you in on the secret of successful innovation. The three-day seminar was especially developed for the construction industry and introduces executives to key innovation-related factors. It uses new international developments and supplies the necessary methodology expertise to implement ideas in practice. Its all-round approach is unique and was custom-developed for VINNAPAS® ACADEMY. The seminar is held in German.

### Content

- Which innovations lead to particularly major benefits
- How good ideas come about: techniques of creativity
- Innovative trends in the construction chemicals industry
- Diagnosing one's personal "innovation type"
- How companies and teams become innovative
- Coping with resistance and obstructions
- Organizing innovation

### Participants

Managers and specialists in the field of application engineering, marketing and R&D

### Your advantage

- Content that is tailored to your specific market environment
- Immediate applicability: unique concept to capture innovation's entire scope
- Mixture of practical content and exercises, as well as compact theory

### Your course instructors

Dr. Gertraud Leimüller is managing director of winnovation consulting GmbH. The company's focus is on innovation-related strategies, management training and communications. Moreover, the Harvard graduate is an instructor at the University of Vienna and chairwoman of the "Arge Kreativwirtschaft" project group in Austria

Sabine Pangerl has been with WACKER since 2000, holding various posts in Marketing and eBusiness with joint responsibility for strategy and innovation-project implementation throughout the Group. She has a degree in international cultural and business studies. As senior marketing manager she is in charge of worldwide communications at the Construction Polymers business unit and coordinates further development of the VINNAPAS® ACADEMY.

### Date and Venue

July 29 – 31, 2008 (language: English)

October 14 – 16, 2008 (language: German)

Salzburg, Austria

### Contact

For registration please contact:

Wacker Polymer Systems GmbH & Co. KG  
VINNAPAS® ACADEMY

Tel. +49 8677 83-6101

Fax +49 8677 886-6101

[vinnapas-academy@wacker.com](mailto:vinnapas-academy@wacker.com)

[www.wacker.com/vinnapas-academy](http://www.wacker.com/vinnapas-academy)