

Executive Training Program

on Customer Experience Design, Branding, User-Centered Design, Product Innovation, and Digital Transformation

Overview

This Training Program is designed for senior level managers. A blend of presentations by industry leaders, company visits, workshops by experts and coaches, and lectures by academicians sharing the latest research findings, ensures a maximized learning experience. You can look forward to meeting, discussing with, and learning from the following top leaders:

- Olivier Ebstein, CEO Chronoswiss
- Fritz Frenkler, Jury Chairman and Board Member iF Design Foundation
- Irène Dumas, CMO Maestrani
- John Schoenbeck, Director Strategic Partnering at BMW Designworks
- Michael Hilb, former Vice President Group Strategy and Digital Business at DKSH
- Günter Walz, former Vice President and Head of Production Planning at Mercedes-Benz AG
- David Fuller, CTO KUKA AG

Moreover, you can look forward to the following highlights:

- visit of the award-winning Brand Experience Room of KUKA AG
- visit of “Chocolarium”, where a brand experience of a Swiss SME becomes a family event
- visit of the product innovation center and labs at KUKA AG
- Using the workshops at Technical University Munich for your User-Experience Design works

the contents of the program are brought to you by:

Designworks
A BMW Group Company

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maestrani
Passion Chocolat Suisse 1852



CHRONOSWISS

KUKA

Technische
Universität
München



FESTO

Monday | day 1



BMW Headquarter, Munich

08:30 Bus transfer to BMW HQ, Munich, Germany

09:00 Arrival to BMW World and check-in

09:30 **Group1: Guided Tour of Production Facilities**

Group2: Presentation: "BMW i – Visionary Mobility"

The BMWi brand stands for visionary mobility and vehicle concepts. It implements innovations and thereby contributes pioneering work within the enterprise. The brand's drive is electric, its values sustainable and its design progressive. The presentation depicts innovations such as electric mobility, carbon, battery technology and renewable raw materials.

Self-paced visit of the BMW brand museum

11:30 Lunch in BMW cafeteria

12:30 **Group2: Guided Tour of Production Facilities**

Group1: Presentation: "BMW i – Visionary Mobility"

Self-paced visit of the BMW brand museum



BMW i exhibition



Industry 4.0: automated manufacturing



BMW brand museum

- 14:30 check-in at BMW conference center
- 14:45 **Presentation: “The Consumer of BMW Electric Mobility, or: Achievements and Challenges in Future of the Automotive Industry”, Dr. Walter Tannert, Area Manager E-Mobility and Product Manager BMW i**
- 15:45 **Q&A and Discussion**
- 16:15 Coffee break
- 16:30 **Presentation: “An Introduction to Designworks - Future Trends in Mobility, and How the Cars of the Future Look Like”, John Schoenbeck, Director Strategic Partnering, Designworks A BMW Group Company**
- 17:30 **Q&A and Discussion**
- 18:00 Bus transfer to restaurant
- 18:30 Dinner
- 20:00 Bus transfer to hotel



BMW conference center



BMW conference room



Virgin Hyperloop One Dubai by Designworks



BMW Designworks creates new business class

Designworks

A BMW Group Company

Designworks is the design innovation studio for the BMW Group. We are the architects of future—designing holistic systems that impact and improve the world we live in. We inspire and challenge the companies we work with to be and stay at the forefront of their industries in design, technology and innovation. For 25 years Designworks has been stimulating the BMW Group as well as a select group of companies with ambitious visions for the future.



Tuesday | day 2

Technische
Universität
München

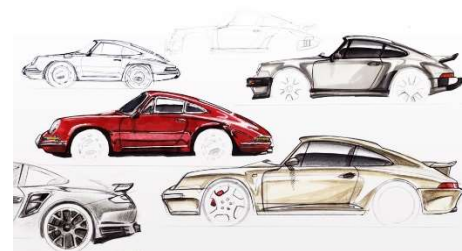


- 07:30 Bus transfer to Technical University Munich [TUM]
Department of Industrial Design, Technical University Munich
- 08:00 **Lecture: "German Industrial Design: Bauhaus, Braun & Co.", Dipl. Des. Hannes Gump, Lecturer & Researcher Technical University Munich**
- 09:00 Q&A and Discussion
- 09:15 **Presentation of Design Challenge, Discussion and Feedback**
- 10:00 **Walk-and-Talk Tour of the workshops and labs of the Industrial Design Institute at Technical University Munich**
- 10:15 short break
- 10:30 **Workshop in Labs of Technical University Munich: User Centered and User Experience Design. Andreas Ringelhan MSc., General Manager f/p Design, Lecturer at Technical University Munich, Award Winning Designer**
- 13:00 Lunch
- 14:00 **Presentation: "How Will the Future Look Like? Which Role Will Robotics and Technology Play?", Dominik Boesl, MBA, Vice President & Head of Robotic Futures, FESTO**
- 15:00 continuation of workshop on User Centered Design
- 18:30 Bus transfer
- 19:30 Dinner

TUM is a research university and among the largest and most notable German institutes of technology. It is ranked 4th in Reuters 2017 European Most Innovative Universities ranking, 41th in THES World University Ranking, and 20th in the THES 2018 Best Universities for Engineering ranking. TUM's alumni include 17 Nobel laureates and 18 Leibnitz Price winners.



Iconic German Design: iPhone's design tribute to the Braun calculator



The Iconic Design of Porsche



FESTO bionic workplace

Festo is a German multinational industrial control and automation company with 20'000 employees and € 3 billion in revenues. Festo is an engineering-driven company, producing and selling pneumatic and electrical control and drive technology for smart factory or process automation. Festo is known for making moving robots that move like animals such as the sea gull like SmartBird, jellyfish, butterflies and kangaroos. The right solution for every requirement: Festo offers products, systems and services surrounding pneumatic and electrical control and drive technology – whether in the factory or process automation sector.



FESTO flying robot to improve manufacturing



Wednesday | day 3

07:30 Bus transfer to Technical University Munich [TUM]

Department of Industrial Design, Technical University Munich

08:00 **Lecture and Workshop: “Brand Personality Design”, by Dr. Christian Schimmelpfennig**

Prelude. Relevant concepts and facts.

_Defining the brand image

learn more about the concept of brand personality and how to manage a brand concept, how consumers present their actual vs. ideal self through means of brand consumption, different value prepositions of products and brands, and their hedonic vs. utilitarian nature, and how brands and products are effectively advertised depending on the involvement of the target audience.

Case study. Maurice Lacroix – a Swiss luxury watch brand - shapes consumer perception of its brand personality through compelling advertising campaigns.

A comprehensive case study that includes topics such as target group definition [VALS, Sigma], brand personality definition, evaluation of campaign concepts, online/offline communication initiatives [gamification, sponsorships, endorsements, atl/btl]

Case study. OVS/Charles Vögele – a Swiss/Italian fashion brand - intends to rejuvenate its brand personality. Learn the limitations of effective communications.

Application. Develop a brand campaign for a chosen brand or product.

_define the aspired brand position and image.

_define the target group.

_devise a communications strategy.

_create visuals for your campaign.

_carry out market research to test effectiveness of your developed strategy and visuals.

”

Branded storytelling will be that thing in the years to come!

Today, consumers are bombarded with visuals in marketing. In the future, communication needs to be more than just pictures.

It needs to be more emotional. It needs to be stories.

Stéphane Waser
CEO Maurice Lacroix

16:00 Bus transfer to f/p design

16:30 **Talk: “Winning Design Awards – Excellent Designs from an Aesthetic As Well As User-centered Perspective”, Prof. Fritz Frenkler, Jury Chairman iF Design Award**



The iF Product Design Award was introduced in 1954 and is annually conferred by the iF International Forum Design. The award, which spans multiple disciplines, has more than 5,500 entries from around 60 nations every year.

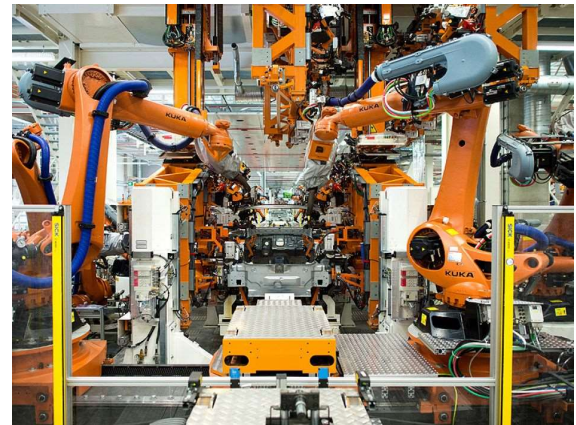
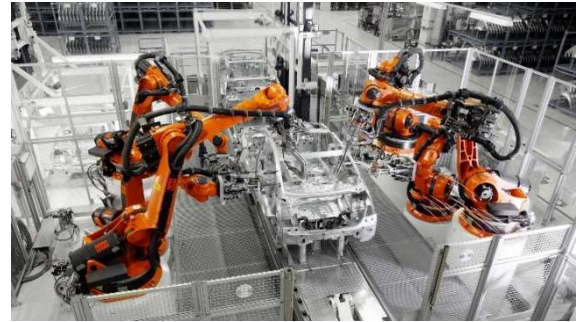


18:45 Bus transfer

Thursday | day 4

- 07:30 Transfer to KUKA AG
- 08:30 Welcome & Introduction, David Fuller, CTO
- 10:00 Presentation: "How to Win a Red Dot Design Award", Christian Tarragona, Senior Vice President, Technical Fellow, HRC & Perception
- 10:30 Inside KUKA: Smart Factory & Industry 4.0 Tour
- 11:30 Corporate Research Lab, Dr. Rainer Bischoff, Head of Corporate Research and Dr. Felix Allmendinger, Developer Dynamics and Control
- 12:45 Lunch in KUKA cafeteria & exchange
- 13:30 Walk-and-Talk Tour of Medical Showroom, Dr. Cyrill von Tiesenhausen, Business Development Manager Medical Robotics

Guided Tour of KUKA Show Room Brand Experience, Julia Kahraman, Brand Manager
- 15:00 Round Table & Discussion, David Fuller, CTO
- 16:00 Farewell
- 16:15 Transfer



KUKA

Friday | day 5



CHRONOSWISS

"In the digital age, mechanical watches are an anachronism in themselves; they simultaneously display their true values in addition to their high regard for special handcrafts. Small series such as the Artist's Collection, with its high concentration of lavish handcrafted arts, only add to the awareness.

In Chronoswiss' own workshop located at Lucerne, these ticking treasures are manufactured based on traditions that are hundreds of years old. More than 60 steps are needed before such a unique timepiece can begin to tick, each of which is extremely demanding."



CHRONOSWISS

Faszination der Mechanik



Voyeurs gesucht.

Für Männer, die gern einmal ein Auge riskieren. Die Grand Opus. Der erste Automatik-Chronograph mit pantografisch skelettiertem Werk. Nur echt im Großformat mit Zwiebelkrone und Glasboden für unverschämte Einblicke. Auch für Frauen, denen nie etwas verborgen bleibt.

www.chronoswiss.com



Chronoswiss – as a company, brand, and manufactory – is in stark contrast to our other visits, particularly to BMW and KUKA. Chronoswiss is a particularly exclusive luxury watch brand. All watches are hand-made by artisan watch makers, less than 5000 watches are produced annually – many of them in limited editions with only 10 to 50 pieces, medium price range between € 8'000 to € 20'000.

08:00 Transfer

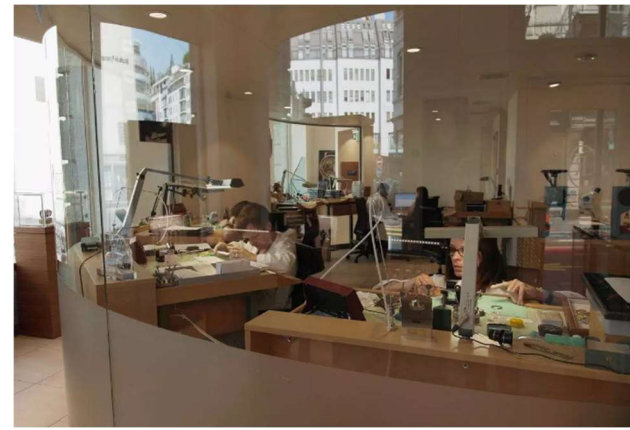
10:00 Welcome to Chronoswiss, Christina Kast, Manager Marketing Communications

10:15 Visit of the exclusive watch manufactory, Ivo Stallkamp, Manager

11:15 Presentation: “Chronoswiss Brand Positioning”, Christina Kast, Manager Marketing Communications

11:30 Q&A with Olivier Ebstein, CEO Chronoswiss

12:30 Bus transfer



Artisan watch manufacturing



HQ and manufactory of Chronoswiss in Lucerne



Lucerne



maestrani

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15:30 Guided Tour of Maestrani Chocolate Manufacture

Visit of "Chocolarium" – the ultimate brand experience

17:00 Talk: "The success story of the new brand experience center", Irène Dumas, Chief Marketing Officer and Member of the Executive Board

17:15 Q&A and Discussion, Irène Dumas

18:00 Bus transfer

19:30 Dinner



"Chocolarium – Maestrani Brand Experience"



Chocolate Manufacturing at Maestrani



Saturday | day 6



- 05:30 Hotel check-out and boarding bus with luggage
- 06:00 Transfer to train station
- 06:55 Departure of train
- 11:30 Arrival at Berlin station
- 11:45 Transfer to SRH Design Academy Berlin
- 12:00 Lunch



13:00 Lecture: "Strategic Design & Creative Space", Prof. Dr. Julia Leihener, SRH Design Academy Berlin

14:00 Exploration of Design Labs at SRH Design Academy Berlin

14:15 Q&A and Discussion

14:30 Workshop and Lecture on Product Innovation, Andreas Ringelhan MSc., General Manager f/p Design, Lecturer at Technical University Munich, Award Winning Designer

Theoretical foundation on product innovation processes. Analysis of Midea 's product innovation process. Identification of potential for improvement.

18:00 Transfer to KaDeWe

18:30 Visit of KaDeWe

Exploration of home appliance products and its presentation in Europe's 2nd largest and one of its most exclusive and iconic department store

19:15 transfer to hotel

19:45 Check-in

20:00 Dinner



Sunday | day 7

08:00 Bus transfer to venue

08:30 **Presentation and Workshop: Mastering Digital Value Creation, Prof. Dr. Michael Hilb**

The workshop aims to provide Midea executives with an introduction and an overall framework of value creation in the digital age. The participants will be introduced to the key concepts of digitalization, i.e. platformization and datafication, and the GEAR framework of digital value creation, i.e. governing (who), enabling (why), amplifying (what) and realizing (how) digital value creation.

Program of the workshop:

Session 1: Strategy and Innovation in the Digital Age

Session 2: Succeeding in Digital Ecosystems – A Global Perspective

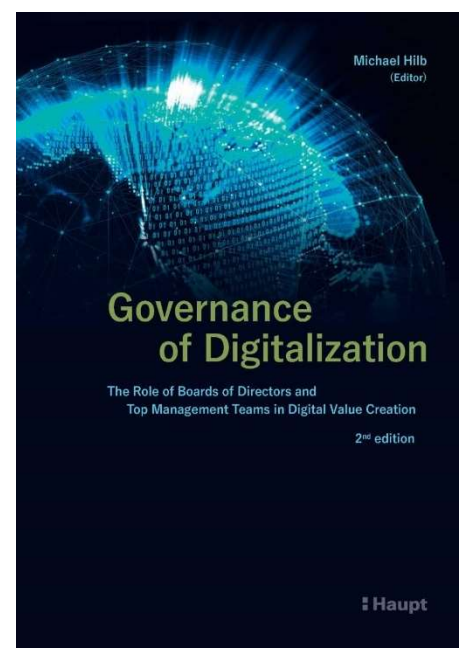
Coffee break

Session 3: Digital Value Creation at Midea – Leading Customer Value Chains

Session 4: Digital Value Creation at Midea – Orchestrating Partner Value Chains

Session 5: Conclusions

12:00 Lunch



Michael Hilb's latest book on
Governing Digitization

- 13:00 **Workshop in teams: what insights have you gained during the program? How is this going to help you in your job at Midea? What are the next steps you are going to take to put your insights and learnings into practice?**
- 15:00 **Team presentations and Discussion**
- 16:15 **Wrap-up**
- 16:30 Transfer to airport
- 17:00 Farewell > check-in
- 19:00 Departure from Berlin Tegel Airport



Notes to the program proposal: As with any proposal at this stage company and speaker availability is yet to be confirmed. There may be short notice changes (particularly in regards to speakers) due to sudden unavailability.

Key Speakers



HANNES GUMPP is a senior lecturer at Technical University Munich [TUM]. He lectures on principles of design and practice-oriented design enterprise workshops in the Master's program of Industrial Design at TUM. He is a designer himself and has won several awards. He received a MSc in Design at the University of the Arts, Stuttgart.

About his industrial design endeavors he says:

„Hannes Gump is an Industrial Designer. His twin brother Max studied Sculpture. Working together, they are convinced that it's time for another pair of brothers in the world of design“



Dr. WALTER TANNERT obtained a MSc in business from Technical University Munich and a PhD from University of St. Gallen, Switzerland. He started his career in the automotive sector with AUDI, gaining experience in several departments, among them Strategy China. Since 2011 he is with BMW as Area Manager E-Mobility and Product Management BMW i.

JOHN SCHOENBECK received a Bachelor of Applied Science from the Art Center College of Design, Pasadena, USA, as well as an MBA from Munich Business School, Germany. After positions as a designer and manager in strategic design in several companies, he joined Designworks – A BMW Group Company in 2012. He now is Director Strategic Partnering at Designworks, the innovation lab of BMW Group. He is a frequent speaker on topics such as the future of mobility, and how our cars look like in the future. For example, he was a keynote speaker at the last IFA exhibition in Berlin. Reflecting on the role BMW plays in future mobility concepts he says:



“In the past years we were really all about hardware and driving platforms, but as more and more services are placed on to our platforms we need to rethink that, because I think that BMW and other car manufacturers, are not car manufacturers anymore but mobility providers,”



Dr. CHRISTIAN SCHIMMELPFENNIG

commenced his professional career as a management trainee with a German furniture and kitchenware brand, and later on held different management positions in the industry and consulting. He received a master's in business from Technical University Nuremberg [Germany], a master's in marketing from Syddansk Universitet [Denmark] und a PhD from prestigious University of St. Gallen [Switzerland].

In 2018 he founded BRAND LAB, a project that provides services related to branding, communication, and customer experience design. His research has been published in internationally recognized scientific journals such as Journal of Global Marketing, Psychology & Marketing, as well as practitioner-oriented magazines such as diverse outlets of Harvard Business press.

DOMINIK BÖSL received a M.Sc. in Applied Informatics from the University of Augsburg and an Executive MBA from the University of Pittsburgh – Joseph Katz Graduate School of Business. He had been several years in managerial positions with Siemens, Microsoft and KUKA, e.g. in the role of Head of Corporate Innovation, Vice President Consumer Driven Robotics and member of the executive board. He now serves as Vice President and Head of Robotics Futures at FESTO. Also he is the founder and chairman of Robotics & AI Governance Foundation. He says:

„ We are living at the edge of a new time: Robotics and Artificial Intelligence will change the world! Automation in the form of Autonomous, Smart Machines and A.I. will impact the world in the next 50 years as much as the Internet, PCs and IT technology have changed it in the last half a century. Robotic & A.I Governance – Engage and Help us drive Sustainable Robotics & AI for Humanity! “



Dominik Bösl is looking into his Crystal Ball for us: Predicting the Future of Robotic



the industrial designer **ANDREAS RINGELHAN** not only teaches at the technische universität münchen (tum), but is also advising companies in the fields of industrial design and user experience. andreas ringelhan has worked for the german aerospace center and has gained experience in the field of robotics and the design of complex interactions. he is just as connected in the creative as in the research and high-tech start-up scene.

Among many other companies he has designed for Bosch/Siemens/Hausgeräte, a German premium brand in home appliances, car manufacturer Opel, and Liechtenstein based Hilti Group. He has won several design awards praising his work, among them "German Design Award", "Product Design Award", and "Universal Design Award".



having graduated with a degree in industrial design from the academy of fine arts braunschweig, **PROFESSOR FRITZ FRENKLER** worked for frogdesign germany and usa. in 1986, he set up and lead frogdesign asia in tokyo. from 1992 to 1997 he held the position of general manager of wiege wilkhahn entwicklungsgesellschaft, before becoming head of design at deutsche bahn ag and general manager of deutsche bahn medien

gmbh. in addition to his tasks at f/p design, fritz frenkler holds several positions in organisations and juries.

he is a board member of the if industrie forum design e.v., hanover and chairman of the if product design award jury. he is a regional advisor of wdo (world design organisation, formerly icsid), montreal and member of the academy of arts, berlin, section architecture. in 2005 fritz frenkler was nominated as a honorary professor in the department of industrial design at the academy of fine arts braunschweig. since 2006 he holds a chair as university professor in industrial design at the technische universität münchen (tum).



PROFESSOR JULIA LEIHENER

Experienced Designer with a demonstrated history of working in the innovation industry. Skilled in Design Thinking, User Scenarios, Service-/Product-/Experience Design, Innovation Consulting & Spaces. Strong consulting professional with a Diploma in Industrial Design from the UDK

Berlin [University of the Arts, Berlin] and a Master of Art, MA RCA focused in Design Products from Royal College of Art, London. Among her many achievements and professional occupations, she is founding member of the Telekom Innovation Laboratories and Design Thinking Coach for Startups at Axel Springer Plug and Play Accelerator. Also she serves as Professor for Design at Design Academy Berlin, and teaches at the prestigious HPI [Hasso Plattner Institute], the first school for innovation in Europe, which is designed according to the famous d.school at the Stanford University.



Dr. Christina Zech featured in COSMA Cosmetics Magazine

Dr. CHRISTINA ZECH studied chemistry at Technical University Munich and polymer chemistry at Stanford University. She received a PhD from Technical University Munich and an Executive MBA from University of Toronto, Canada and University of St. Gallen, Switzerland. Before joining Faber-Castell she has been with several cosmetics companies in different leadership positions, e.g. Director Color Lab at Schwan-Stabilo, Vice President R&D at Geka, Vice President Global Sales at MANA New York. Since 2015 she serves as Managing Director with Faber-Castell Cosmetics.



CHRISTINA KAST obtained a M.A. in English and German philology from the University of Mannheim, Germany. After graduating she was with different PR and communication agencies for several years. Since 2007 she is with Chronoswiss, first as PR Manager, later as Manager Marketing Communications.



IRÉNE DUMAS is a graduate of the prestigious St. Gallen MBA, Switzerland. She has held various positions in several companies in the alimentation sector, for example as Senior Product Manager with Ferrero. Moreover, she spent several years as Product and Marketing Manager with Microsoft. She now serves as Head of Marketing and Business Development at Maestrani and is member of its executive board. She has gathered a vast amount of international experience and is fluent in German, English, French, and Italian. She describes herself as:

„Marketing leader with strong communications skills who drives consumer brands in various industries“

Prof. Dr. MICHAEL HILB is founder and CEO of DBP Holding Ltd., a global business group with a focus on developing digital growth platforms in Asia and Europe. He serves on the supervisory boards of Klingelberg Group, IMP-HSG and the Board Foundation and is Titular Professor at the University of Fribourg, Switzerland, lecturing strategy, entrepreneurship and digital governance at the University of St. Gallen and Singapore Management University.

Previously, Michael was Vice President Group Strategy and Digital Business of DKSH, a USD 11 bn market expansion services provider with a focus on Asia. He built with his team of 100 professionals a leading, profitable Pan-Asian online distribution business connecting 400 brands with 100 platforms in eight markets and led the Group Strategy, Digital Platform, Business Excellence, Innovation, Analytics and Transformation functions. He joined the company after five years with Roland Berger, an international strategy consultancy, and working as a Project Manager for Holcim, a multinational construction materials group.



Michael studied business at the University of Michigan's Ross School of Business, the Stockholm School of Economics and the University of St. Gallen, where he graduated with an MSc and a PhD in Management and a CAS in Board Effectiveness. He was Fellow at Harvard University and Visiting Research Fellow at INSEAD in France and Singapore, completed executive education programs at IMD and Harvard Business School and obtained certificates in artificial intelligence from MIT and the University of Zurich.