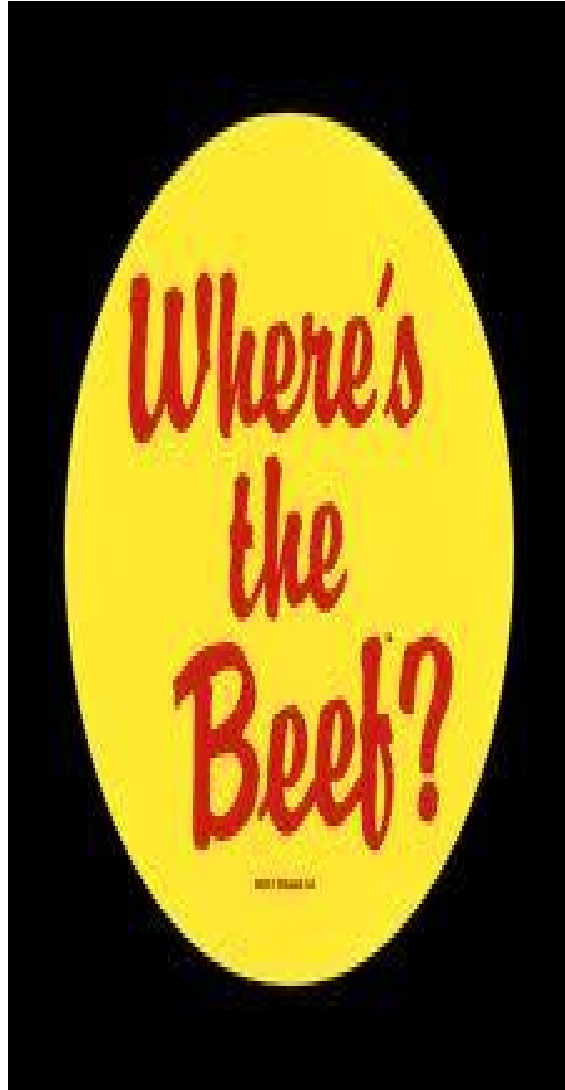


INNOVATION SESSIONS



WHAT?

- Informal sessions about innovations through case examples and timely topics lasting only 20-30 min. per session

WHERE?

- VAMK, Business Factory, Room. C141, Wolffintie 30

WHEN & TOPICS

- 10th of Nov , at 12.30: *What is an innovation and some case examples how to create them*
- 17th of Nov, at 12.30: *Guerilla marketing case – penetration of Red Bull energy drinks into UK market*
- 24th of Nov, at 12.30: *Crucial 25 % – how to accomplish the full circle of innovation?*

MORE INFO: Petri Niinisalo (innovation manager): 044 769 8319