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Keynote FORMATS

INNOVATION AND BEYOND

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Teresa's enthusiasm for innovation is contagious. Her profound knowledge in this topic and her involvement in trending topics inspired my team and let us find a common language.

Mareike Tischhauser, Global Head of Seedcare Institute at Syngenta

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Dr. Teresa Valerie Mandl has the remarkable ability to show people innovation as a systemic web of human creation, be it on a stage like at our Female Innovation Forum, during webinars or in columns for Ladies Drive Magazine. For years, she has managed to enrich and inspire us as publishers and organizers with her knowledge.

Sandra-Stella Triebel, Chairwoman of the Executive Board of Swiss Ladies Drive GmbH

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4 REASONS TO BOOK OUR UNIQUELY DESIGNED KEYNOTES

ABOUT INNOVATION, DESIGN AND TRANSFORMATION

1

Each speech is **unique and targeted** for your purpose and audience to make sure your participants hear something new.

2

Our **speaker team is simple to work with**. We worked with numerous companies, organizations and event organizers. We are flexible and ready to help make your event or workshop a success

3

If **requested, we are ready to add extra value** and content to your event so participants may take something home.

4

Extend your reach. Our companies and speakers are happy to communicate about our collaboration and share details of events or workshops on our social media channels.





OUR SPEAKERS

Dr. Teresa Valerie Mandl



SCAN ME



Teresa Valerie Mandl is awarded owner and managing director of T.V.T. swissconsult gmbh, a Swiss consulting firm for innovation management, strategic product and service development as well as design.

Teresa's areas of expertise include:

- Innovation in the context of new technologies and materials
- Entrepreneurship
- Touchpoint management at the verge of "digital" and "analog" for a seamless customer experience
- Marketing and innovation for the female customer

She is a member of the advisory board of Swiss Commercial Invest AG in the field of real estate services, and non-executive board member at Fernfachhochschule Schweiz as well as FernUni Schweiz. Moreover, she holds regular lectures at the University of Applied Sciences in Lucerne (HSLU) and Winterthur (ZHAW) for topics regarding innovations management, entrepreneurship and design.

Teresa's speaking references include among others:

- Syngenta AG, Global Seedcare Institute
- Allianz Suisse, Switzerland
- Zürcher Kantonalbank, Switzerland
- University of Technology Tianjin, China
- Female Innovation Forum, Switzerland
- GenerationCEO, Germany
- Exponentialize Circle, Germany
- Kunststoff-Institut Lüdenscheid (KIMW GmbH)
- StiftungsZentrum.ch GmbH, Switzerland
- Kehrer Stebler AG, Switzerland
- Rotary, Switzerland
- Griffith Club (supporting Club of GC Zurich Football), Switzerland
- Swiss New Marketing Forum, Switzerland
- Stämpfli AG, Switzerland
- Drees&Sommer Germany/Heathrow airport UK





SAMPLE KEYNOTE NARRATIVES

• INNOVATION SUCCESS – LUCK OR LOGIC

One of the most controversial, and perhaps even misunderstood topics in innovation are the roles of risk and luck for innovation success. Do you have to get lucky to innovate successfully, or can you make your own luck?

Is it always inherently risky to try to innovate, or can you manage risk by making smart decisions?

These are fundamental questions every innovator has had to battle with throughout their journey, but they don't usually get the attention they deserve. This keynote tries to shed some light on how luck and logic affect innovation and what you can do to improve your odds of success.

• HOW TO FIND A GREAT BUSINESS IDEA

“The way to get good ideas is to get lots of ideas, and throw the bad ones away.” Linus Pauling once said. However, it remains a mystery to many how to identify valuable ideas and how to turn these into a value proposition that is relevant to the customer.

The key to a successful implementation of ideas is first to gain clarity about one's own capabilities and to seek out customer problems that match your organization's capabilities.

Furthermore, there are some easy lessons that anyone can apply to maximize the odds of success. These we will be exploring in the respective keynote.





SAMPLE KEYNOTE NARRATIVES

• DESIGN: TO BE OR NOT TO BE

To many, design is a mere way of making products and services more appealing. This keynote is going to clarify how design may in addition massively enhance value creation within an organization as well as the expansion to new markets within the current trends of artificial intelligence and data-driven entrepreneurship.

You will learn how to make design lead to a more market-oriented approach for your products and, ultimately, to further customer-led innovation within your company. Your advantages will be manifold: external, because the market perceives that something is happening as you stand out from the competition. Internal, because you will learn to think differently, dovetail processes better with each other and thus develop advantages over your competitors that are difficult to imitate.

• WHAT SHIPWRECKS TEACH US ABOUT COPING WITH INNOVATION

Every year, stories of people who manage to endure weeks or months onboard a simple craft emerge. **More than ever, we must learn to navigate our innovation endeavors in high winds.** How important it is to innovate during crises and not only afterward, we see in studies that look at past crises.

In this keynote, we are going to explore ways for companies to play offense during and after crises to expand their innovation and outperform their competitors. Taking cues from surviving shipwrecks, we show what it takes to stay active, to create new rules, to actively pivot, and to prepare for change by building innovation resilience.





SAMPLE KEYNOTE NARRATIVES

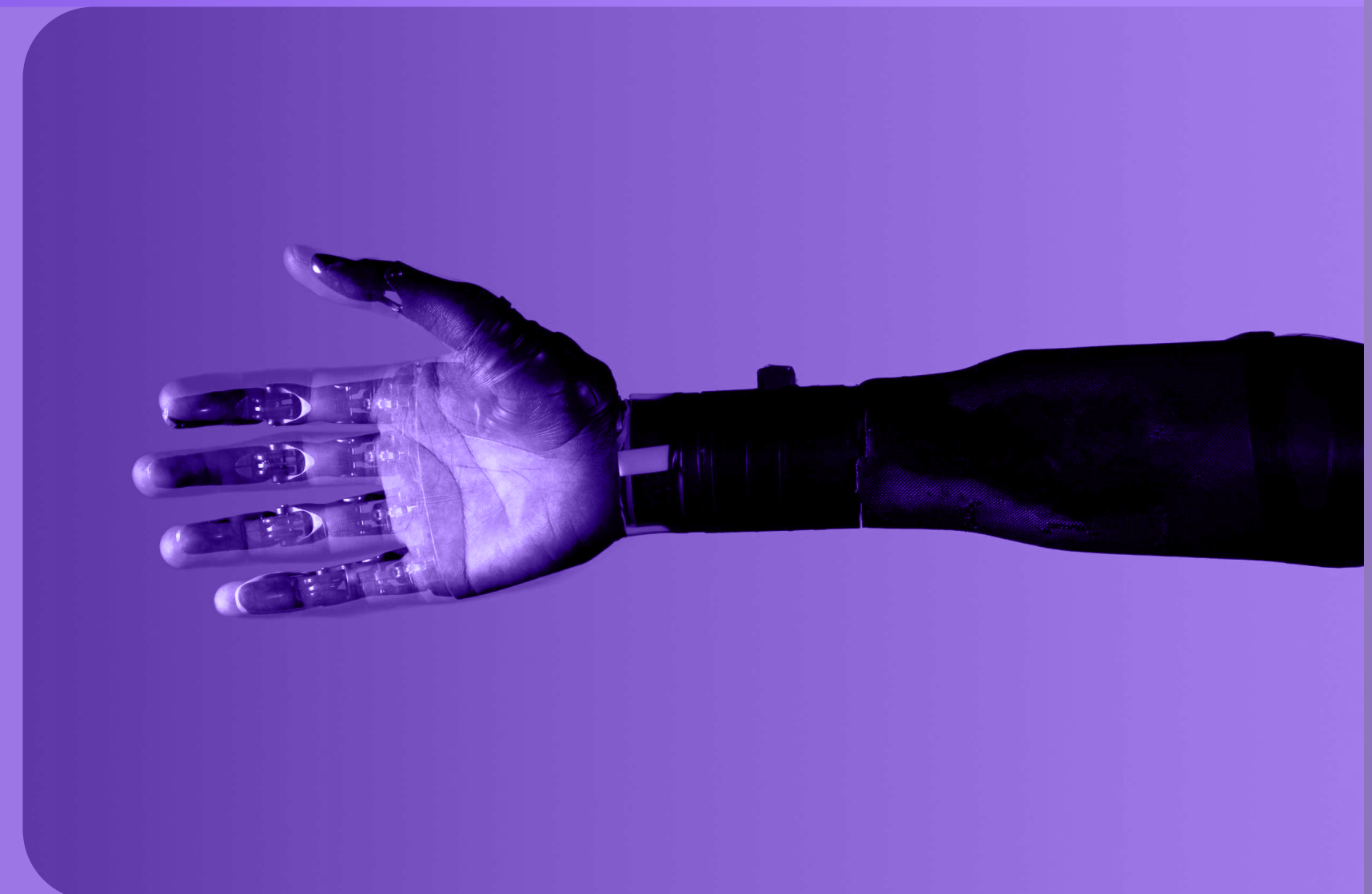
ARTIFICIAL INTELLIGENCE AND VIRTUAL WORLDS: WHAT IS REALITY WORTH? UNLOCKING THE POTENTIAL.

In this talk, we show how visions become reality with the power of technologies to create unique products and customer experiences, increase efficiencies or develop sustainable business models.

With the help of numerous examples, we introduce the possibilities of relevant technologies. We provide practical guidance on the benefits of the virtual and real worlds for specific business challenges (e.g., in the context of family businesses) and how to develop a clear stance on these technologies to strategically incorporate them into securing the future.

This presentation highlights the transformative potential of selected technologies (such as AI).

It underscores the idea of unlocking new opportunities and equipping companies with the tools they need to not only survive, but thrive in the rapidly evolving digital landscape.





SPEAKER FORMATS



LIVE KEYNOTE

Live keynotes provide the opportunity of meeting our speakers in person and have a most engaging experience on-stage.



LIVE VIRTUAL KEYNOTE

All our keynote speakers work with a dedicated crew and have access to a suitable studio.

We may stream keynotes for live events from Switzerland and Germany, making sure that technology enhances the experience.



LIVE PRIVATE Q&A

USUALLY THIS FORMAT APPLIES TO WORKSHOPS
OR BOARD/EXECUTIVE MEETINGS

Live Q&As present an excellent opportunity to truly engage the audience, and discuss a wide range of topics openly.

The Q&A can be centered around a specific topic with pre-loaded questions or can be as open as possible. The goal is to have a dynamic and vibrant discussion.



MODERATED DISCUSSIONS/WORKSHOPS

All of our keynote speakers are experienced moderators and can help you to put together a discussion or panel set-up for an event, which is engaging, dynamic and interesting even without a traditional keynote.





KEYNOTE PROCESS

Throughout the entire keynote process, it is critical for us to understand the specific needs of your audience as well as the message that you would like to bring across.

1

BEFORE YOUR EVENT

- Our speakers will attend a planning Meeting in order to discuss all the necessary details.
- Our speakers will present a draft of the presentation before your event to integrate your feedback.
- The final draft of the event speech is going to be ready at least one week before the event.
- We will discuss any technical details of live or virtual presentations.
- In case the event is an in-person event, Details About travel and accommodation are going to be discussed.

2

DURING YOUR EVENT

- Our speakers are going to deliver the speech in the pre-discussed format.
- Regarding live-events, our Speakers may stay for a reception or discussion following a previous agreement.

3

AFTER YOUR EVENT

- We encourage you to share the event on your own and our social media.
- We will be happy to assist with finding the right format.





CONTACT



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In case you are looking for speakers with another background in the field of innovation, design or transformation that you do not find on the above list, please get in touch.
We have access to an extensive network of seasoned innovation leaders and will happily assist you in finding the perfect match for your event.

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