

A vibrant rainbow arches across the middle of the image, set against a dark blue background. Below the rainbow, a crowd of people is visible, many with their hands raised in celebration. The sky is filled with a dense shower of colorful confetti, creating a festive and celebratory atmosphere.

**Partner Information:**

# **2023 IDEATION SYMPOSIUM, DESIGN COMPETITION, & RESEARCH EXPERIMENT**

**Unleashing creativity in pursuit of a sustainable future  
Anytime. Anywhere. Everyone.**

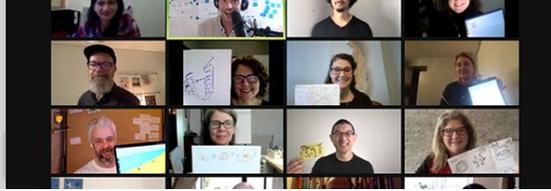


Recent research suggests that people should meet face-to-face if they want to drive innovation, and that creativity suffers when teams meet online.

This research fails to incorporate basic science-backed, proven creative and collaborative techniques.

No one should be making critical policy decisions based on these methodologies alone.

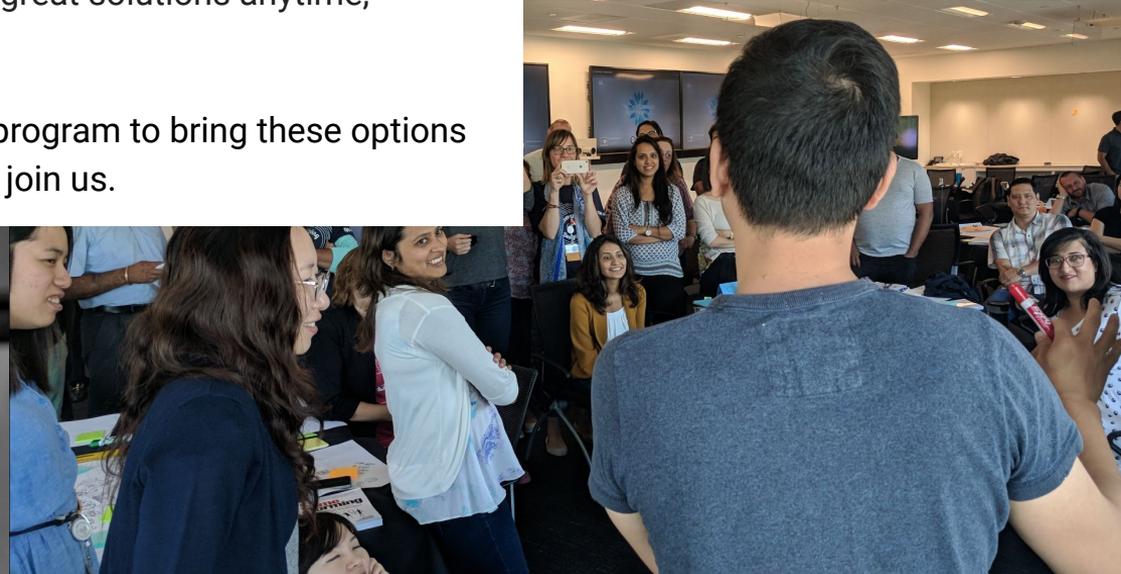
We need more information.



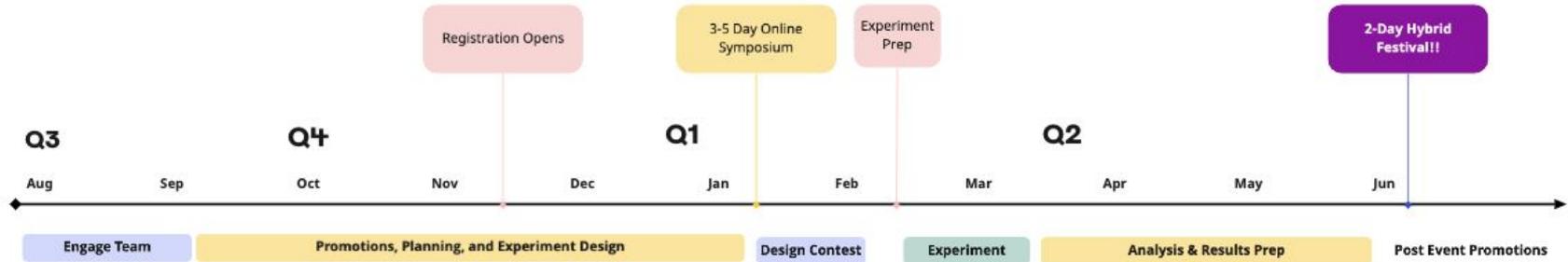
The world demands solutions to complex global problems. At the same time, innovation leaders are struggling to decide when, how, and where teams should meet.

We believe modern innovation teams need a range of evidence-backed options. We believe modern leaders should know how to create great solutions anytime, anywhere, with anyone.

We have a four-part global program to bring these options to light, and we want you to join us.



# A Four-Part Global Program



## 1. Online Educational Symposium (Jan 17-19)

Global symposium covering:

- The latest science and methods
- How to succeed with in-person, hybrid, and online groups
- Emerging technologies, practices, and insights that might improve our results

## 2. Design Competition (target Feb 2023)

A design contest to create the most efficient, effective, and reliable approaches to ideation sessions for in-person, hybrid, and remote teams

## 3. An Exploratory Experiment (target Mar 2023)

Teams around the world run test meetings to see which designs, tech, and conditions achieve the best results. Each test is scripted and recorded. Then, we'll analyze the results to see what the evidence reveals.

## 4. Results & Hybrid Festival (target Jun 19-20)

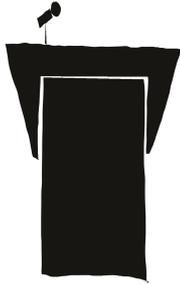
We'll publish and celebrate the results in a two-day hybrid festival.

# Open Innovation for a Sustainable Future

Beyond new research data and innovation methods, a program of this size has the potential to create a magnified positive impact.

To focus that potential, we'll base our innovation experiments around the challenges outlined in the UN Sustainable Development Goals.





## **Kicking Off with an Online Symposium January 17-19**

Talks, presentations, and workshops revealing the latest science, methods, & tech for innovation and exploring today's sustainability challenges.

Symposium participants will learn the science, practice, and tools that drive innovation, and build their professional network.

They can immediately put these skills into practice by entering the design contest or leading a test session during the experiment phase.

With each experiment, they'll generate ideas in support of the UN SDG that best aligns with their organization's corporate ESG strategy.

## **Anticipated Participants**

Today, our hosts and advisors regularly present to audiences from across sectors and regions. We have a collective owned-media reach of 200k+ we're engaging in this program.

We estimate that an online symposium will attract > 1k registrants from these departments:

- Innovation and Product
- People, Culture, and Talent Development
- Corporate Sustainability Officers
- SMB executives from organizations focused on innovation, future of work, and sustainable development
- Industry Analysts, Consultants, and Business Coaches
- Higher Education: faculty and students focused on innovation, I/O psychology, and corporate sustainability

**Global Program • Scalable Delivery  
Recorded for Replay • Interactive Networking  
Planned Follow-Up**

# Tangible Results

Our outcomes will span the spectrum of **tactical** - creating resources that can be implemented immediately - to the **emergent** - activating a global community of innovators and change makers will lead to unexpected good.



## A Hybrid-Ready Ideation Toolkit

Open-source “recipes” for leading innovation meetings, open-source research data, educational recordings and resources



## A Multidisciplinary Global Network

Experts and participants from academia, industry, methodology, and social benefit professionals innovating together for good



## New Ideas for Advancing Global Sustainability

Every test generates ideas for addressing local challenges. Combined, ideas from all tests provide a rich resource for advancing sustainability



**Partners**

To bring these outcomes to life, we  
need a cast of collaborative players



**COLLABORATORS**



**PRESENTERS**



## Partner Levels

- Premiere Partner: \$50k
- Solutions Partner: \$10k
- Supporter: \$2500

Showcase your support for hybrid-ready, sustainable workplaces.

*Our experiments will incorporate the latest methods and technologies. Show everyone exactly how to get the best results using your product and service portfolio (and company culture) through symposium presentations and experiments.*

Build awareness for your efforts related to open development, sustainability, and the future of work

*Highlight your support by adding your logo to the program website, presenting at the symposium, and leading experiments. All partners get symposium passes so you can bring your team or key clients to collaborate with you.*

Advance your thought leadership and portfolio development.

*Gain a first-mover advantage by being in the room as we discover the latest evidence-based insights and create a hybrid-ready innovation toolkit. Use these insights in your marketing and to energize your internal innovation teams.*

Partner Benefits	Premier	Solutions	Supporters
<b>Learn and Collaborate</b>			
Symposium passes ( <i>valued at \$199 USD each</i> )	20	10	10
<b>Access and Brand Awareness</b>			
Logo, name, and link listed on the program website and materials	★ Yes	★ Yes	★ Yes
20-minute presentation highlighting your organization's work during the symposium. Show participants exactly how they can work with you to solve hybrid workforce and sustainability challenges.	★ Yes	★ Yes	
Program profile page, including an optional video featuring your company's SDG response	★ Yes	★ Yes	
Dedicated appointment space in the symposium "Ask me about..." Solutions Hall	★ Yes	★ Yes	
Opt-in attendee list	★ Yes	★ Yes	
Award sponsor: provide and present competition prizes	★ Yes		
<b>Thought Leadership</b>			
60-min featured presentation/keynote at the symposium	★ Yes		
Interview with your thought leader posted in the program blog and newsletter	★ Yes		
Early access to experiment results, pre-embargo	★ Yes		

# Add On Opportunities & Other Ways to Engage

*Can I hear a "Yes, And" from the crowd?*

## ADD ON Opportunities

- Contribute to the **Scholarship Fund** providing support to those who may not otherwise have the opportunity to participate.
- Sponsor **Sustainable Swag**.  
Send a box of sustainable snacks and products to symposium participants.
- **Festival Location Host**.  
Offer your space for the two-day hybrid festival.
- **Festival Food and Beverage Host**.  
Keep festival participants fueled by sponsoring a snack, meal, or happy hour

## Other Ways

In addition to financial sponsorship and the benefits associated with each sponsorship level, your organization can:

- Lead an experiment team
- Attend the symposium
- Volunteer to assist with the symposium, experiments, and/or festival
- Submit a design for the experiment
- Share this project with your network
- Invite a symposium guest to speak at your company
- Engage a facilitator to lead your teams during the experiment

**What else?** It's an ideation/innovation project! How could you best support this work in a way that also benefits your organization?

# About Our Collaborators



## OUR GROWING ADVISOR GROUP

Advisors will oversee the research design, analysis of results, and support the educational symposium.

Our expert advisors include accomplished academic researchers and innovation meeting experts. They each bring deep networks and strong followings to the program.



### **Keith McCandless**

Liberating Structures Author & Co-Developer  
Seattle, WA



### **Sunni Brown**

Best selling author, *Gamestorming* & *The Doodle Revolution*  
Austin



### **Dr. Myriam Hadnes**

Behavioural Economist |  
Podcast Host | Community  
Builder  
Amsterdam



### **Dr. Joseph Allen**

Author & Meeting Effectiveness  
Center Director  
University of Utah



### **Dan Levy**

Innovation Facilitator |  
Strategist | Podcast Host  
Australia



### **Dr. Roni Reiter-Palmon**

Director of the I/O Psychology  
Graduate Program and  
Innovation, University of  
Nebraska at Omaha



### **Dr. Nale Lehmann-Willenbrock**

Chair of Industrial & Organizational  
Psychology  
Center for Better Work  
Universität Hamburg



## FESTIVAL TEAM

### HOSTS

The competition hosts are responsible for the overall organization, operations, and promotion of the competition.



**Elise Keith**

CEO of Lucid Meetings, Host of The Meeting Innovation Community



**David Mastronardi**

CEO of Gamestorming Group

### COMPETITION STAFF AND VOLUNTEERS

Program staff will provide:

Design web, event, and marketing collateral

Tech host and production for online events

Experiment support

PR outreach

Translation and more...



**Project Manager**



**Data Analyst**



**Community Manager**



**Event Producer**



**Graphic Designer**



**Web Developer**



**Publicist**

# Anticipated Timeline

*All dates subject to change. These are targets. Feedback welcome!*

Dates	What
October	PR campaign begins
Early Nov 2022	<b>Schedule for Interviews, Keynotes, and Presentations finalized. Symposium Registration opens</b>
Nov 15	Experiment details announced
Jan 17 - 19, 2023	<b>Online symposium</b>
Feb 3	Design Competition submission deadline
Feb 22	Selected designs announced
Feb 27 - Mar 3	Experiment Leader Training
Mar 6 - 17	Experiments run
Mar 20 - May 12	Analysis: <b>draft results available to sponsors</b>
Week of June 19	<b>2-day hybrid festival, Results released</b>

We're currently seeking Partners, Symposium presenters, and more.

To learn more about how to get involved, contact us at [info@newrulesforwork.com](mailto:info@newrulesforwork.com)