



Superpromoter & Enthusiasm Joint IAEE/ SD Forum on The Catalysts for Innovation

Mr. Rijn Vogelaar will talk about the dynamics of **enthusiasm** and share practical advice on how it helps executives and organisations discover customers' engagement that can create a flow of enthusiasm among colleagues and generate more customers.



"Steering a course towards enthusiasm has a positive impact on the way we treat each other. If we understand these dynamics, it has considerable consequences for the way we arrange and run organisations. Work becomes more enjoyable, gives deeper satisfaction and has greater value for the surroundings. Companies that operate on enthusiasm not only become more successful, but also more client-oriented and they start behaving in a more socially responsible manner.... Organisations will no longer be dominated by thinking in terms of problems, but the enthusiasm of clients and employees will provide the direction."

- by Rijn Vogelaar

Mr. Rijn Vogelaar is CEO (Chief Enthusiasm Officer) of the Superpromoter Academy and the internationally well-known author of the book: The Superpromoter. He has presented at over 100 international conferences, many of which he was a keynote speaker. Rijn has over 15 years of experience in marketing and customer relations. His presentations are of the strategic marketing value and are engaging and inspiring.

In 2009, he published his book "The Superpromoter: The power of enthusiasm". Superpromoters are customers who are enthusiastic, share their enthusiasm and influence others. With their word-of-mouth advocacy of products or brands, superpromoters convince others to buy the products too. The Superpromoter has been a success internationally and published in 3 languages (English, German and Dutch). Multinationals like Microsoft, Heineken and Philips are working with the Superpromoter concept.

PolyU's newly launched **Executive Master in Meaningful Innovation (EMMI)** is a high level, high impact, interdisciplinary Executive Master programme designed to nurture innovation leaders. Its first classes have commenced in September 2015 and there will be opportunity at the forum to meet EMMI speakers and students who will share their experience and the benefits they can gain from this programme.

Call us now for seat reservation

18 Nov 2015 (Wed)

12nn - 2pm

Jockey Club Innovation Tower, PolyU

T: (852) 3400 8476

E: iaee.enquiry@polyu.edu.hk



Rundown

- Registration & Networking
- Welcome & Introduction
by Prof. Cees de Bont
- Superpromoters and the Dynamics of Enthusiasm
by Mr. Rijn Vogelaar
- Open Discussion and Q&A

Supporting
Organisation:



Samplenomics



EXECUTIVE MASTER IN MEANINGFUL INNOVATION

The **Executive Master in Meaningful Innovation** is an interdisciplinary Executive Master programme which nourishes innovation, entrepreneurship and multi-dimensional thinking. The programme uniquely incorporates design thinking, design methodologies and perspectives and the core value of “**Making Meaning**” to allow senior executives to create a greater sense of self-awareness and generate more innovative perspectives. It nurtures senior management’s personal attributes that support the development of new ideas, raise their ability to approach today’s complex business problems systematically, by providing them with invigorating experiences in the application of innovative thinking to issues and problems arising in their own organisation and in society as a whole.

For Who

Executives or professionals from any industries seeking self-development and a more meaningful sense of contribution to your organisation and the community at large.

The programme is intended for both design and non-design professionals with 10 or more years of industry experience in a senior managerial position in their established careers and wish to deepen their innovative abilities, enhance their design thinking and methods by integrating design, business and creativity.



Please visit our website for further information:
www.polyudesign.com/emmi

Programme Commencement

September 2016

Offering Schedule

Friday evenings (6:30 - 9:30pm) and
Saturdays (9:30am - 12:30pm and 1:30 - 5:30pm)

Duration

18 months

Entry Requirements

Education: A first degree in any discipline; AND
Industry Experience: A minimum of preferably 10 years
industry experience at a senior managerial position

Medium of Instruction

English

Teaching Venue

Jockey Club Innovation Tower, PolyU Campus

Programme Leaders



Prof. Yesha Sivan
Director, Executive Master in Meaningful Innovation (EMMI), Visiting Professor of Innovation and Venture, School of Design, PolyU
Executive Director, Coller Institute of Venture, Tel Aviv University



Prof. Cees de Bont
Dean and Swire Chair Professor of Design, School of Design, PolyU



Prof. Howard Davies
Professor and Advisor to the Dean, Faculty of Business, PolyU



Mrs. Georgina Chan
Director, Institute of Advanced Executive Education, PolyU