

# Developing and Managing a Successful Technology Strategy

In Person - Cambridge, MA

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Please note, all times listed are Eastern (Boston, MA) Time

## Day 1

7:45 AM - 8:30 AM  
8:30 AM - 10:00 AM  
10:00 AM - 10:15 AM  
10:15 AM - 12:15 PM  
12:15 PM - 1:15 PM  
1:15 PM - 3:00 PM  
3:00 PM - 3:15 PM  
3:15 PM - 5:15 PM  
5:15 PM - 6:15 PM

**Registration and Continental Breakfast**  
**Introduction/Overview**  
**Break**  
**Value Creation in the Innovative Firm**  
**Lunch**  
**Capturing Value from Innovation**  
**Break**  
**Value Capture: Negotiation Exercise - The Flash of Genius**  
**Reception**

## Day 2

7:30 AM - 8:00 AM  
8:00 AM - 8:45 AM  
8:45 AM - 9:00 AM  
9:00 AM - 12:15 PM  
12:15 PM - 1:15 PM  
1:15 PM - 4:00 PM  
4:00 PM - 4:15 PM

**Continental Breakfast**  
**Day 1 Review**  
**Break**  
**Creating and Capturing Value in a Technological Discontinuity**  
**Lunch**  
**Managing Innovation Project Portfolios**  
**Certificate Ceremony**