Invention or Innovation?
Workshop for Engineers & Scientists
Collège des Ingénieurs, Paris  l  March 9 and 10, 2020

You are an engineer or a scientist interested in management, start-ups and technology? With Dr Paul Fifield (professor @ Collège des Ingénieurs) you’ll immerse yourself in the various strategies of “real” marketing in the field of innovation. During the two-day workshop in Paris, you’ll learn in a case study how to think and act like an entrepreneur, how to increase the customer value and how to bring innovation to the market.

CALL FOR APPLICATIONS
Send your CV by February 21, 2020 via email to: alexander.bauer@cdi.eu

What to expect at the Collège des Ingénieurs:
• Interactive workshop with a top professor on the subjects of innovation & marketing
• Get to know the Collège spirit at the Headquarter in Paris
• Exclusive insights into the MBA programme and the Action Learning method at the Collège
• Networking with other STEM talents from the best European technical universities
• Travel expenses and accommodation will be covered

Exclusively for ENGINEERS & SCIENTISTS close to graduation / directly after graduation (M.Sc., Ph.D.)