

EMBA Masterclass & Alumni Panel in DUBAI

Wednesday 07 February - from 6.30pm to 9.30pm

At The Ritz Carlton, Dubai International Financial Centre
Gate Village, DIFC, off Sheikh Zayed Road
PO Box 482032 Dubai - United Arab Emirates
[Maps](#)

PROGRAMME

6.30pm **Arrival and registration**

7.00pm **Masterclass entitled: “Innovation – Launching a Really New Product”**
By Markus Christen, Associate Professor of Marketing, INSEAD

The failure rate of new products has remained frighteningly high over the decades. Some new products deserve to die a quick death. But often even products that objectively create superior value for customers suffer the same outcome. Why? When firms equate innovation with new product and technology development, they fail to understand that innovation means changing customer behaviour. For that reason, the innovation that ends up capturing the world often starts ordinary and the visionary idea ends up as a trivia question. How can this be avoided?

8.00pm **Coffee Break**

8.15pm **Presentation of the INSEAD Global Executive MBA Programmes**
By Danniella Wagner, Assistant Director of Marketing,
Global Executive MBA Programmes, INSEAD
Alumni Panel & Q/A session

9.00pm **Networking reception**

9.30pm **Closing**

[Register here](#)