

InnoWeek – From Offshore to Onshore Maersk Oil



	Monday -12. Nov UNDERSTAND	Tuesday -13. Nov IDEATE	Wednesday – 14. Nov VERIFY	Thursday – 15. Nov CONCEPTUALISE	Friday – 16. Nov PRESENT
9.00	Maersk Presentations <ul style="list-style-type: none"> • Introduction to InnoWeek 2012 (Ulrik Blom) • Introduction to Maersk Oil • Potentials & Challenges for moving offshore to onshore - Maersk Oil • The 3 assignments • Team building & Group formation 	Innovation lectures <ul style="list-style-type: none"> • Importance of innovation (Ulrik Blom) • Concept development and Prototyping (Saravanan Padua) • The Virtual Oil Rig project (Virtual Lab) • Q&A session 	Innovation lectures <ul style="list-style-type: none"> • Organizing Innovation (Mark Asboe) Team work <ul style="list-style-type: none"> • Idea development • Prototyping • Team discussions 	Team work <ul style="list-style-type: none"> • Idea/solution Development • Finishing the Prototype • Testing the idea 	Student presentations <ul style="list-style-type: none"> • Presentations for Maersk Oil • Feedback • The winner is... • Evaluation
11.30	• Lunch	• Lunch	• Lunch	• Lunch	• Lunch + Networking
12.00	<ul style="list-style-type: none"> • Video presentations from oil rig (Saravanan Padua) • Prepare for Q&A session 	<ul style="list-style-type: none"> • Producing 100 ideas • Choosing 3 ideas • Visualizing 3 ideas 	<ul style="list-style-type: none"> • Data collection & verification 	<ul style="list-style-type: none"> • Make the presentation 	
14.00	<ul style="list-style-type: none"> • Q&A session Maersk Oil 	<ul style="list-style-type: none"> • Idea presentations + Feedback – Maersk Oil 	<ul style="list-style-type: none"> • Expert Panel Maersk Oil 	<ul style="list-style-type: none"> • Rehearsing the presentation 	
15.30	• Next step	• Next step	• Next step		

