

## Innovation and technology management

3 February 2025

At 9.00.

Webinar

Fee per participant:

Micro small and medium-sized enterprises: free of charge,

Large companies: 500 €.

Innovation management is key to developing and refining new ideas in a business environment. This course will give you an insight into the importance and multi-faceted nature of innovation and teach you effective approaches to managing it. We will explore modern approaches, models and tools for effective innovation management and learn how to apply proven methodological approaches to manage modern business systems. We will also discuss innovation through artificial intelligence.

Join us and discover how to achieve the full potential of innovation in the modern business world.

### Content:

- Analysis of the importance of innovation in business, including current case studies,
- Methodology for assessing the relevance of technology,
- tools for innovation: Miro or MindMeister tools,
- Methodologies: overview of Design Thinking and Lean Startup methodologies,
- case studies: panel discussion with innovation leaders from different industries and
- Business process innovation through AI - practical examples.

The training is for:

✓ department and project managers,

✓ innovation managers

✓ directors, managers,

✓ corporate decision makers and

✓ anyone interested in progression and innovation in a business environment.

Lecturer:

Domen Krč is co-founder of Era Novum Partners, a consultancy specialising in digitalisation and innovation in companies. He is an expert in the practical application of GPT technologies in the business sector, especially in terms of increasing productivity and reducing costs. He has several years of experience in high-growth technology companies, mainly in product development, marketing and sales: as Head of Marketing and Sales at a digital currency trading exchange (Bitcoin), he implemented artificial intelligence in several key business analytics and customer communication processes. He is also a member of the Swiss Association for Artificial Intelligence.

Registration fee:

The price covers participation in the event, materials and certificates. Certificates will be issued upon request.

#### Registration:

Applications are accepted until places are filled. The deadline for any cancellation in writing is 29 January 2025. Otherwise, we will charge you the full registration fee!

#### Payment

Please transfer the registration fee in advance to the GZDBK business account at NLB, d. d., Ljubljana, number SI56 0297 0025 6614 247, reference 20250203 + your company's registration number.

GZDBK registration number: 2295032. GZDBK VAT ID: SI68152990.

Please present the receipt of payment no later than upon arrival at the event.

The event takes place as part of the SRC-EDIH project.

