

Event Page: Header

Sep 2014



Thursday, 11 Sep: 12:00am – 12:00am

~~Thursday, 11/09/2014 at 12:00 AM to 12:00 AM~~

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Details

Share

Mark Cal

Register

Event Page: Header

Thursday 11/09/2014 at 12:00 AM to 12:00 AM



Thursday, 11 Sep: 12:00am – 12:00am

- „11 Sep:“ (instead of 11/09/2014)
- „:“ instead of „at“
- „-“ instead of „to“
- „am“ (or „pm“) instead of „AM“ (or „PM“)

Event Page: Header



Align header to the left

Zurich: Innovation as Usual

Thursday, 11/09/2014 at 12:00 AM to 12:00 AM

Back

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Mark C

Innovation as Usual:

How to help your people bring great ideas to life

Most organizations approach innovation as if it were a sideline activity. Every so often employees are sent to "Brainstorm Island": an off-site replete with trendy lectures, creative workshops, and overenthusiastic facilitators. But once they return, it's back to business as usual.

Member

Ticket Type	Price	Space:
Basic with Book	CHF125.00	0 ▼
Free	CHF10.00	0 ▼

Event Page Layout

8 Zurich: Innovation as Usual
Thursday, 11/09/2014 at 12:00 AM to 12:00 AM

Back Share Mark Cal

1. Add „Registration“
2. No lines
3. Line grey
4. Line dotted
5. Line grey / rounded rectangles
6. Add spacing/indent
7. Font grey
8. Increase font „Zurich:...”
9. Move buttons down close to line

3

1

2

4

7

5

6

9

Ticket Type	Price	Spaces
Basic with Book	CHF125.00	0
Free	CHF10.00	0
Premium without Book	CHF110.00	0

Address *
Lagerweg 8

Reference

8 Zurich: CFO-Talk
3 September 2014 | 11:30 – 14:00

Back Share Mark Cal

Tax strategies and new developments for CFOs with:



Dr. Torelf Haag
CFO, Lonza



Dr. DeAnne Julius
Member of the Board, Roche



Dr. Stephan Maeder
Group CFO, Six



Reto Savoia
Tax Practice Leader, Deloitte

1

2

4

7

5

6

9

Member	Price
Basic Member:	CHF 110.- (incl. VAT)
Premium/Lifetime Member:	CHF 99.- (incl. VAT)

Username

Password

> Forgot Password

Event Page Layout

Address * 1

Lagerweg 8 3

City * 2

Bern

Zip Code * 4

3011

Phone

Comment

Reference

Salutation* 5

First Name 3 1

Last Name 2

Email

Company

Position

Street

Zip Code 1

City

Comments

1. Line grey / rounded rectangles
2. Add spacing/indent
3. Font grey
4. All descriptions in field (not above) – except credit card if not possible
5. Make sure „Salutation“ is captured/displayed

Event Page Layout

marketing, sales, or operations—make innovation happen in a way that's both systemic and sustainable.

Instead of organizing brainstorming sessions, idea jams, and off-sites that rarely result in success leaders should guide their people in what the authors call the "5 + 1 keystone behaviors" of innovation: focus, connect, tweak, select, stealthstorm, (and the + 1) persist.

Read Thomas' article in the Harvard Business Review: [click here](#)

Reduce
spacing



About Thomas Wedell-Wedellsborg

Thomas Wedell-Wedellsborg is the author of *Innovation as Usual: How to Help Your People Bring Great Ideas to Life*, a Harvard Business Review Press book on the art of driving innovation in regular organizations.

As Partner at the advisory firm The Innovation Architects, he has worked with managers in nearly all parts of the globe, including China, India, Russia, Singapore, Britain, France, the United States and his native country, Denmark. He is a frequent corporate speaker and has spoken at events such as Time Warner Group's Senior Leadership Series, Johnson & Johnson's HCS Fall Leadership Meeting, HP's European Executive Partner Summit, and The Economist's Talent Management Conference. His research has been featured in Harvard Business Review, The Sunday Times, The Telegraph, Bloomberg Businessweek and the Financial Times, and his work has been published in Chinese, Portuguese, Italian, Japanese and several other languages.

Mr. Wedell-Wedellsborg holds an MA in Media Science and Economics from the University of Copenhagen and an MBA from IESE Business School, where he has taught Executive Education programs since 2007. He has founded two startups, the Danish non-profit knowledge sharing platform Akademisk Opgavebank and the private professional network 13 MBAs, and currently serves as an advisor to two startup incubators, namely the BBC WorldWide Labs in London and the product innovation firm Prehype in New York.

Prior to his business career, Mr. Wedell-Wedellsborg served for four years as an officer and infantry platoon commander with the Danish Royal Guards. He is the first Dane to publish a book with Harvard Business Review Press. He maintains a website on www.wedellsblog.com

Reduce
spacing



About the Book

Using examples from a wide range of companies such as Pfizer, Index Ventures, Lonza, Go Travel

Registration Step: „confirm“ (=update cart) step

Member		
Ticket Type	Price	Spaces
Basic with Book	CHF125.00	2 ▼
Free	CHF10.00	0 ▼
Premium without Book	CHF110.00	0 ▼

Address *

City *

Zip Code *

Phone

Comment

Credit Card Number

Expiry Date

 /

CCV

Reference

Registration

Member

Basic Member: CHF 110.- (incl. VAT)

Ticket(s)

2

upgrade membership

I don't see the step „confirm“ of the order: this is important if for instance somebody buys two or more tickets: the updated total costs need to be displayed: see page 6 & 7 of briefing

Registration: Stripe -> activate

Member

Booking could not be created:

Your card was declined. Your request was in test mode, but used a non test card. For a list of valid test cards, visit: <https://stripe.com/docs/testing>.

Ticket Type	Price	Spaces
Basic with Book	CHF125.00	2 ▼

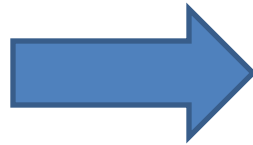
Can you turn this live?

Registration: missing emails / wrong text

Reference

Member

Thank you for buying ticket.



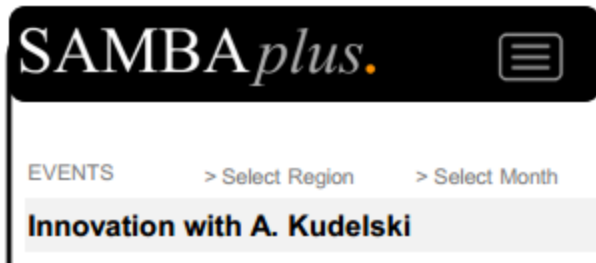
Credit Card Payment via Stripe (account available)

After „Pay“ :

1. confirmation email with pdf attachment goes to participant
2. On screen: „Successful registration – check your email for the confirmation and receipt“
3. Admin receives notification email

Mobile Version: Search“ feature missing

1



„Select Region“: (dropdown):

- All
- Lake Geneva
- Zurich
- Basel
- Ticino

„Select Month“: (dropdown):

- All upcoming Events
- This Month
- Next Month