

“Once in a while a new idea surfaces that makes me wonder...

“Why didn't I think of that?”

GEORGE GENDRON, EDITOR OF INC. MAGAZINE

WROTE ABOUT THE CONFERENCE NAVIGATOR GUIDES

are your conferences and workshops inspiring, innovative and effective?

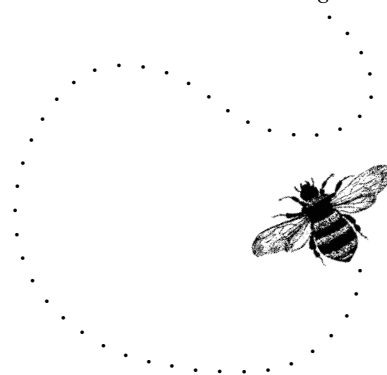


Millions of dollars are spent to attract people to thousands of conferences and workshops every year. Millions more are spent on the elements of a successful event – speakers, hotels, entertainment and food. We organize conferences and workshops for many reasons ...

- Training, communication and changing behaviors.
- Creating opportunities and solving problems.
- Networking, team building and inspiration.

Despite the sophistication of conference management, one facet seems overlooked – how people use ideas and information. When asked ...

Who has attended a conference or workshop like this before, made notes, and....never looked at them again?



Two-thirds of most audiences admit they do not look at their notes. Consider the knowledge tool we provide to help them manage ideas – the blank pad of paper. This prompted the creation of a new concept to replace the pad of paper with a fun yet serious “idea” journal designed to:

- help people find more ideas – and find bigger ideas.
- prompt people to act on their ideas.
- enhance the image of the host organization in the process.

! | insight |
www.WOW
| idea |
great
| opportunity |
idea
! | action |
.com

Challenge your participants to be active – active listeners, note takers and networkers by using a *Navigator Guide!*

Ed Bernacki

Wow! Great Idea!

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the Conference Navigator Guides in **action**

The Conference Navigator Guides were launched in April 1998 at Inc. Magazine's Customer Service conference in San Francisco. Inc. had recognized that everyone had access to the same information – yet some people left its conferences with million-dollar ideas while others failed to create any opportunities. Inc. wanted more people to find million-dollar ideas. It used Navigator Guides to make people more innovative in their thinking.

Here are some of the 250 responses received when asked, "What did you find most beneficial about the Conference Guide?"

At the first conference, Inc. Magazine found that 82% of delegates used the Navigator with no prior awareness of the concept.

- ✓ Everything – great idea!
- ✓ Size and eat to keep notes together.
- ✓ Note pages – ideas on conference participation – who do you want to meet.

- ✓ Contact and idea space – great thing to imitate for other conferences.
- ✓ The size and blank sheets.
- ✓ Business card section and blank sheets.
- ✓ Like the way the pages were organized.
- ✓ All notes in one place.
- ✓ The notes area where it was convenient and compact.
- ✓ Opportunity to keep all throughout in one place for future use.
- ✓ Better than just a note pad. My notes will be handy forever.
- ✓ I wrote all my action items in the book.
- ✓ Really appreciated the guide. It really is a Great Idea.

- ✓ Layouts, ideas, tips, compact and quotes.
- ✓ The fact that it's bound, rather than a pad.
- ✓ Contact and idea space – great thing to imitate for other conferences.
- ✓ Business card section and blank sheets.
- ✓ Like the way the pages were organized.

Who has used the Navigator Guides?

- Inc. Magazine – eight business conferences in 1998 in the USA
- Canadian Centre for Management Development – licensed for all future events
- Communication Canada
- Farm Credit Canada
- Meetings Industry Association of Australia
- Canadian Society for Training and Development
- Australian Society of Association Executives
- New Zealand Society of Association Executives
- New Zealand Human Resource Institute – used Navigators for four years in a row
- New Zealand Project Management Institute

George Gendron,
Editor-in-chief,
Inc. Magazine...

"This is the age of execution. From this perspective, the Conference Navigator Guide is an idea whose time has come, helping people bridge the crucial gap between inspiration and execution."

Beverly Main (CEO), Human Resources Institute of New Zealand

Dear Ed

Many thanks for speaking at our conference. The audience loved your session and the feedback about the Conference Guides was excellent – you're obviously onto a winner and we're keen to look at using them again. **I've never received such unsolicited praise from HR people before.** It was great to finally meet you also, that again for your support, time and ideas.

With kind regards,

Bev Main

WOW! great idea!

innovation guides and books

The Navigator Guides set a new standard for participation at your events. They are designed to be used long after the event. Three types of Navigators Guides are available.

Conference Navigator Guides

Conference Navigator Guides have been used for five years at many conferences. In essence, they replace the standard knowledge tool of a conference – the blank pad of paper – with a fun and insightful guide to prompt people to change the way they think at a conference. They can also be customized and branded. They are about 60 pages in length, interesting in design and concept. Once people see the value of changing the way they participate at conference, they often conclude, “Wow! This really is a great idea!”

Workshop Navigator Guides

Workshop Navigator Guides are designed to prompt people to review how they listen, make notes and follow up after a workshop. Participants assess their style of participation, set some personal challenges for the workshop, and then learn new ways of listening and making notes (which they will look at again). The Workshop Navigator Guides is a take-home manual for distilling the key insights from the workshop and then acting on the best ideas. The Workshop Navigator Guides make an ideal gift for participants because they combine form and function.

Idea Navigator Guides

Designed for Ed Bernacki’s innovation program for the Canadian Centre for Management Development, this 50-page guide has 12 pages designed specifically to provide key insights about the five skills for managing ideas. Idea Navigator Guides can provide an ideal self-help toolkit for people to use in training, meetings, or to advance their own day-to-day projects.

Getting sponsorship for the Navigator Guides

Millions of dollars are spent yearly on the sponsorship of conferences involving logos on bags and banners, associating with speakers, or hosting receptions. But is this effective sponsorship? The Navigator Guides offer a unique way to extend sponsorship benefits as they have take-home value – extending the sponsorship past the traditional one or two day event.

What can be sponsored or branded?

- The sponsor or conference logo can go on the front cover.
- The sponsor’s message with details can go on the back cover.
- Extra pages can be created to be inserted into the beginning of the Guide.
- A pocket page can be added for computer disks, brochures or other property.
- Related workshops or presentations during the conference can be sponsored.

There is an extra investment for customization based on the production run and the degree of development work and management involved.

how to get started...

The Conference Navigator Guide is both a product and a process. The product is the 60 page Guide. People must become familiar with the concept quickly and start to use it right away. These points are taken from a Manual will you receive when you invest in the Guides.

how to use the Navigator Guides: a brief summary of the “process”

① present the Navigator properly to delegates

What to do –

- ✓ plan to hand it separately to each delegate at registration.
- ✓ prepare a script for the registration team to use when handing a copy to each participant ... “Here’s your Navigator Guide – use it for your notes and great ideas!”

What not to do – bury the Guide inside a bag.

② introduce the Navigator at the start of the conference

What to do –

- ✓ add a 5 to 10 minute overview of the Guide.
- ✓ explain that it is a toolkit to help them get more value from the conference.
- ✓ tell people to write in the guides, some think it is too nice to write in.

What not to do – expect people to use the Guide without prompting or understanding.

③ encourage its use throughout the conference

What to do –

- ✓ find opportunities to encourage the use of the Guide during the conference.
- ✓ reward people for using the Navigator – give out some fun prizes!
- ✓ encourage the conference team to ask delegates about the use of the Guide.

What not to do – make no reference to the Guide.

④ measure what people think about the Navigator Guide

What to do –

- ✓ find out what people think of the Guide – add questions to your feedback form.

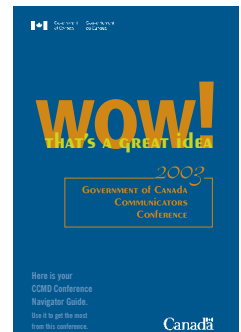
What not to do – assume what people are thinking.

WOW! great idea! customized Navigator/ Innovation Guides

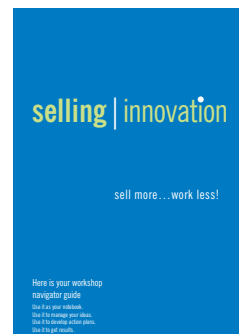
The concepts involved with the communication of these concepts for innovative thinking can be customized for an industry or organization:

case studies

The **Canadian Centre for Management Development** offers conferences for the public sector in Canada. A public sector Navigator Guide was created to reflect issues often found at these events. The result was a colourful navigator guide produced in both English and French.



Engage Selling required a new approach for providing sales training. A customized “Selling Innovation” Navigator Guide was created as high quality workbook for the sales training program. www.engageselling.com



Ed Bernacki has also written customized innovation guides for the Singapore Public Service and the Singapore Ministry of Defense.

presentations to enhance your conference or workshop

Ed Bernacki is an experienced international speaker, writer and adviser. Ed provides a valuable link to the use of the information found within the Navigator Guides. When he is involved with events, he often provides an opening “mini” keynote to challenge participants to think about how they will participate in the conference.

His presentations are based on his 160-page book by the same title. “Wow That’s A Great Idea! He believes that many great ideas already exist in our organizations, but few have the processes to find, harness and act on these ideas.

He has a strong ability to communicate complex issues in a clear, concise and compelling way. In doing so, he provides a working understanding for people at all levels within an organization.

As such, he can provide these presentations to foster innovative thinking by developing the skills of participants to manage ideas and to foster a climate that welcomes new ideas:

- ① **Introductory “mini” key note speech.** 15 to 45 minute opening key note to challenge participants to be active in their use of resources being offered at the conference.
- ② **Managing ideas from insights to results.** The focus is on five key skills required to build a capacity to innovate, both within the individual, and as an overall organization. These skills include finding ideas, developing ideas, judging ideas, promoting ideas, and converting ideas into useful action plans.
- ③ **Shaping a more innovative organization.** The presentation addresses this crucial question – what makes an innovative organization “innovative”? This is crucial for service sector organizations.
- ④ **Post conference innovation workshop.** Another innovation is a post-conference workshop designed to help people shape ideas created at the event into action plans using insights found in the Navigator Guide.



public sector specialization

Based on work with the public sector in Canada, New Zealand and Singapore, Ed Bernacki has developed an expertise in translating these concepts for use in the public sector.

He is the innovation learning partner for the Canadian Centre for Management Development, which provides executive development programs for the public sector in Canada.

Of note in Singapore, he edited an innovation guide for the Prime Minister’s Office that was distributed across the public sector. This guide was called, *Changing the Way We Think*.

Terms & Conditions

The Navigator Guide is a new concept designed to change the way people participate in conferences and workshops. You have the opportunity to benefit from the process and technologies that are a part of the approach. However, in accepting the benefit comes a responsibility to protect the integrity of the concept. As such, the material can not be copied or reproduced in any format.

1. The Intellectual Properties

The use of the Guides does not transfer any of the intellectual rights of the materials to the users. They are protected by copyright and trademark legislation, including by the US Copyright Office. The use of any images or photographs of the Guide is only allowed for promotional material for the event (e.g. conference brochure, conference program, articles promoting the conference, and so on). Any other use requires written permission of Wow! Great Idea.

2. Using the System

The Conference Navigator Guides involves processes that your conference delegates can adopt to maximize their results from the event. Accepting the Guides at your event includes the use of the recommended introductions and on-going mentions. The Conference Navigator Guides are not to be used without the proper introduction. A full description is outlined in the Conference Organizers Manual. The best results will occur when you adopt the process to your event.

3. Customization

A degree of customization is available. Generally a logo can be applied to the cover and a promotional message can be used on the back cover. The design and presentation of the promotional message must keep within the overall design principles of the guide. The most effective presentation of a promotional message will be a clear simple statement. Past samples are available. Additional pages can also be added to the guide as an introduction. Cost of customization is not included in the base price of the Guides.

4. Artwork

Artwork for any additional pages must be submitted six weeks in advance of the event. Cover final work (logo and back cover) must be submitted a minimum four weeks in advance to guarantee delivery.

5. Payment Terms

Final print requirements (e.g. number of copies) may vary slightly from the placement of the order and final production. However, requirements must be finalized in writing four weeks in advance of the event. Any exceptions will be based on the discretion of the Conference Navigators. For guides requiring any degree of customization, a fifty percent (50%) deposit is required. The remainder is payable upon delivery. Should the event be less than two months away, full payment will be invoiced to confirm the order. Price does not include delivery costs.

6. Delivery

Every effort will be made to plan production to allow for shipment one week prior to the event. If you require other arrangements, please communicate this as early as possible.

7. Other Considerations

Customized guides can not be returned or refunded.

A stock of Conference Navigator Guides is available for last minute shipment. These are not branded and suitable for any event.

8. The Legal Issues

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