

## **Expression of Interest: DayBreakout Sessions for DayBreak 2025: Guidance for completing your submission**

DayBreak comprises a mix of plenary sessions, where all attendees are together in one location, and breakout sessions, where attendees can choose from a range of options focussed on particular aspects of innovation.

**This Expression of Interest applies to our breakout sessions.** Please consider the following guidance when submitting your idea.

**Purpose:** The overall purpose of the breakout sessions is for participants to leave with knowledge, skills and/or inspiration they can apply in their work. This isn't an opportunity for selling or pitching your business to participants. The focus should be on sharing and learning.

**Session:** Breakouts can take many different forms. We provide some definitions below to help describe this. We have no preferences; we just need to have some idea of the kind of session it will be to help our planning and decision making. You are welcome to suggest other formats.

- **Presentation:** *Talk by one or two people presenting a particular issue, case study or success story. Mainly about sharing knowledge, with some Q&A. Duration up to 30 mins.*
- **Panel:** *Facilitated discussion led by a small group of people around a topic of interest or focus. Duration up to 60 mins.*
- **Workshop:** *'hands on' / interactive session designed for participants to learn / practice a particular skill or approach. Workshops are more about 'doing' and 'learning' than 'talking'. Duration 2-6 hours*
- **Field Trip:** *Travel to / tour of a destination within the region. Duration 2-6 hrs.*
- **Something else:** *Feel free to suggest!*

**Perspectives or Domains for Innovation:** We are purposefully broad in our definition of innovation, as 'doing new things that create benefit or value'. We welcome breakout sessions that focus on innovation through the following perspectives (and recognise they may cover more than one)

1. **Economic:** *Innovations that create economic benefits e.g. revenue, profitability, productivity*
2. **Environmental:** *Innovations that improve the health of our natural environment e.g. reduced emissions, pollution, waste, impact, increased biodiversity, resilience, ecosystem health etc.*
3. **Social:** *Innovations that improve wellbeing for people, whanau, communities, regions and cities etc.*
5. **Mātauranga:** *Innovations that are framed/inspired/grounded in Mātauranga Māori, that aim to contribute to Mātauranga, or that include Mātauranga perspectives*
6. **Cultural:** *Innovations that involve new creations, works, artefacts, that aim to contribute to artistic practice, expand human knowledge and understandings*

**Types of Innovation:** Innovation is not just about new products or technologies (though definitely does include them!). We welcome breakout session suggestions that focus on one or more of the following areas:

- **Organisations:** *innovations that help teams and organisations succeed (e.g. people and talent, business models, management systems, strategies, cultures, governance, tools and techniques etc.)*
- **Offerings:** *new products and services – including both examples of innovative offerings and how they are made (product development, R&D, new technologies*
- **Communications:** *Innovations that help people and organisations connect to, and engage their customers, stakeholders and users (marketing, branding, user/customer experience, channels, relationships et)*
- **Ventures:** *Creating and supporting innovation through new organisations and initiatives, both entrepreneurship and intrapreneurship (start-ups, investment, social enterprise, validation and testing, etc)*

Note: These categories are loosely based on the Doblin '10 Types of Innovation' Framework, which gives much more detail if desired. (<https://www.deloittedigital.com/us/en/accelerators/ten-types.html>). This is just one framework, please feel free to use others.

**FINALLY, please remember this is an 'Expression of Interest' stage.**

We are after initial ideas and indications, not fully formed concepts. We understand there will likely be areas of your submission yet to be developed. Just give us the key points as to why DayBreak participants should come along, don't worry about the details.

We cannot guarantee your idea will be selected for inclusion in DayBreak 2025, and we may come back to you for further discussion and development of the idea, before we make a final decision.

### **Next Steps**

- The final programme will be decided by Priority One, with input from event sponsors and partners, during October 2024.
- An initial programme will be published in November 2024, when tickets for DayBreak 2025 goes on sale.
- Adjustments to the programme maybe be made at any time in the lead up to and during, the event (March 5 and 6 2025)

Any questions or issues contact Shane Stuart, Innovation Manager, Priority One.

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