

Consulting Package: **HYPE Idea Jam**



Idea Campaigns as a Service

- One-off idea campaign run by HYPE
- Bring together the collective insight of your entire enterprise over just a few days
- Find ideas to meet your opportunities and challenges
- HYPE will create and manage both a campaign and communications plan

Program purpose

Your dedicated HYPE community manager will run your Idea Jam on your challenges or opportunities. Your stakeholders will be supported by an experienced HYPE consultant to run and manage a single or range of idea campaigns aligned to your goals.

Core workshops & modules

Community Management

→ Embedded innovation manager

Collaborative Innovation Foundations

→ Establish structures, policies, and resourcing

Planning & Alignment

→ Campaign prioritization and culture

Campaign Best Practices

→ Promoting participation and engagement

Communications

→ Planning and raising awareness

Software Training & Setup

→ Your branded innovation portal

Campaign Building

→ Developing effective campaigns and questions

Facilitated Evaluation

→ Select the best ideas and content

Adoption Monitoring

→ Keep your innovation program aligned to culture and objectives

Key deliverables

- Expert practitioner on site to run your program
- A program aligned to your culture and structure, designed to support your overall needs and objectives
- A range of campaigns to meet your needs, including associated communications management
- Evaluation team support

Additional HYPE services

Once your Jam is complete, and if required, HYPE can work with you to embed your own sustainable program of idea or innovation management. Please refer to our other consulting packages **HYPE Foundations** and **HYPE Ecosystem** for more information.