



For Immediate Release  
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**“Experiential Immersive Entertainment Demands Out of the Box Thinking  
On A Daily Basis”**

Phil Hettema Addresses the Kellogg Innovation Network Summer 2008 Dialogue

September 15, 2008

“Innovation in Experiential Entertainment is the intersection of the big breakthrough idea, the adaptable, available technology and a very intense construction schedule with a precisely defined Opening Date,” Phil Hettema president and creative executive of [The Hettema Group](#) explained speaking at the Kellogg Innovation Network’s Summer 2008 Dialogue at the Herman Miller center in Holland, Michigan.

Hettema introduced 55 corporate executives to the Out-Of-The-Box thinking demanded, on a daily basis, in the world of immersive and experiential entertainment. Hettema took the group through the day-to-day-challenges of applying innovation and creativity to create something never before seen...and frequently totally unexpected by outlining a typical day at The Hettema Group:

The client’s got 200 + acres in a very sunny country in the UAE.

But we don’t know exactly where the site is—so we design with no geological restrictions.

The client is a huge brand but has no well known IP.

The client wants something--totally new and unique and never been done before.

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The client want something that will put the Emirate in question on the map.  
Something that will reflect the Brand (remember they don't have well known IP)  
It's a theme park. But it's not a theme park.  
It's a destination resort. But it's much more than that.  
The project budget will probably be about \$1 billion  
Oh, and it needs to be open in 4 years.  
And, and did I mention it needs to make a Return on Investment of 20%?

"I'll bet by now you've caught on to the challenges" continued Hetteema, "The sky's the limit. Except that the client always wants something totally new and totally breakthrough. And except that the construction schedule shows that we should be laying the deep utilities right now! So we needed the Big Idea yesterday. There's no time for R&D. No time for market studies.

Getting to the big idea fast...very fast is crucial to success in the world of immersive and experiential entertainment."

The Kellogg Innovation Network is a by-invitation only group of experts across a broad range of businesses and disciplines who meet regularly to investigate contemporary business challenges and seek innovative solutions. The KIN Dialogue Summer 2008 focused on "Optimizing the Marketing and R&D Relationship for Innovation Success."

KIN creative director Jeffrey Ernshoff notes that Phil Hetteema was selected to address the group "because he's been on the cutting edge of innovation for so many decades--- first with Disney, then with Olympics and Ceremonies, then with Universal, and most recently with his own company, The Hetteema Group. We could not have selected anyone with more experience in the development of innovative and breakthrough solutions."

In addition to THG's Phil Hetteema other highlighted speakers included Anna Catalano (former Chief Marketing Officer, BP, PLC), Dr. Gary S. Lynn (Chief Innovation Officer & Senior Managing Director the venture capital company Spencer Trask), and Dr. Phil Kotler (S.C. Johnson & Son Professor of International Marketing at Kellogg School of Management, Northwestern University).

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## About [The Hetteema Group](#)

The Hetteema Group is the premier creator of uniquely creative design for the world of experiential entertainment. The Hetteema Group specializes in uniquely creative design in the world of experiential entertainment for museums, visitor centers, theme parks, and resort developments. THG specializes in strong conceptual thinking –breakthrough, out-of-the box solutions –combined with top quality design for

- Destination Resorts & Parks
- Retail, Dining & Entertainment Lifestyle Destinations
- Museum and Exhibit Design
- Shows, Entertainment,& Attractions.

Highly experienced in world-class experiential projects (from concept through production), THG provides innovative and original solutions that bring a fresh approach to all of its design work. Under the guidance of Phil Hetteema, who has been a leader in this industry for over 30 years, THG's team consists of experienced designers, illustrators, master planners, architects, engineers, project managers, and producers. The Hetteema Group provides full design services including program development, project analysis and feasibility, concept development, detailed design, and on-site design supervision.

Current and recent THG clients include the Royal Hashemite Court of Jordan, Harrah's Casinos, the National World War II Museum ( New Orleans, Louisiana), Universal Studios (Hollywood and Orlando), Paramount Studios, the Russian Jewish Museum (Moscow, Russia), Gallagher and Associates, (Bethesda, Maryland), the Museum of Science and Industry (Chicago, Illinois), ResortsWorld (Sentosa, Singapore), Samsung Corporation (Korea) MGM Location Based Entertainment, Busch Entertainment Corporation, and Dreamworks SKG.

## About [Kellogg Innovation Network](#).

Each year, the Center for Research and Technology in Innovation at Northwestern University's Kellogg School of Management hosts three annual KIN events that promote innovation dialogue among practitioners from non-competitive industries in a non-threatening, roundtable environment. Executives from companies such as Cargill, DuPont, Motorola, PepsiCo, and Raytheon, selected academics and industry experts address 21<sup>st</sup> century market challenges. The KIN is an unprecedented leader in exploring cross-industry innovation and best practices among its members – executives from diverse Fortune 500 companies as well as emerging businesses.

The Kellogg Innovation Network (KIN) is a unique forum for select executives and innovation managers to meet and discuss internal and industry-wide challenges, business growth, risks and successful strategies, with academics from the Center for Research in Technology and Innovation (CRTI). Founded in 2003 by [Mohan Sawhney](#), McCormick Tribune Professor of Technology and CRTI director, and [Robert C. Wolcott](#), Lecturer of Technology Industry Management and KIN director, the KIN directly informs CRTI's research by identifying and solving real-time challenges facing today's innovation leaders.

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