

**TRIZCON2011-DETROIT**, the 13th anniversary event, will be the 4th time will be in Detroit, MI. The date for this annual event is 28-29 November. This 2-day event will provide the TRIZ world with another opportunity in 2011 to come together and meet for learning, sharing and exposing TRIZ to many new attendees. The primary Sponsor and Host of this event is General Dynamics Land Division in Sterling Height, 38500 Mound Rd., Sterling Heights, MI., a suburb of Detroit.

This annual event brings together an array of international TRIZ experts and end-users. The first day of the Conference, is dedicated to Tutorials. Beginners & Advanced topics and innovation speakers will be presented in three tracks. The next day, the Symposium, will have Keynote Speakers and numerous papers & case studies presented on TRIZ and related innovation applications. This 2 day Conference is an opportunity for new/experienced people to get an in depth introduction to TRIZ and to meet with an international group of trainers and end-users. Even though the agenda is packed with training opportunities, there is ample time for one on one discussion between attendees.

We also expect a lot of attendance from local and regional attendees who will be seriously looking at TRIZ for the first time. There will also be a 3rd Track each day covering Innovation from alternative points of view.

**Theme:** The theme this year will be "**TRIZ for Innovation Today and Beyond**"

**Where: Courtyard Detroit Warren**, located at 30190 Van Dyke Avenue, Warren, MI 48093-2366, (586) 751-5777, to be the designated hotel for Altshuller Institute for Triz Studies **TRIZCON2011**.

**Dates:** 28-29 November 2011 for Tutorials and Symposium.

**Certification:** 30 November will be a testing day for Associate and Practitioner certification. Included at this Conference will be Certification testing for Associate and Practitioner. Associate requirements and fees will be posted to the AI website soon.

**Designated Hotel: Courtyard Detroit-Warren**, located at 30190 Van Dyke Avenue, Warren, MI 48093-2366, (586) 751-5777, to be the designated hotel for Altshuller Institute for Triz Studies TRIZCON2011.

**Hotel Benefits:** In consideration of the Room Night Commitment and the functions identified on the Function Information Agenda/Event Agenda, Hotel will provide Altshuller Institute for Triz Studies with the following special concessions:

- Breakfast is included for 2 guests per room.
- Group Rate Available 3 Days Pre/Post of Main Program Dates based on availability
- Complimentary self-parking
- One (1) Complimentary room night for every forty (40) revenue generating room nights.
- Complimentary Hi-Speed Internet Access in Guestrooms

Start Date	End Date	Room Type	Rate
11/26/2011	11/30/2011	King	\$79.00

The Hotel's room rates are subject to applicable state and local taxes (currently 9.5%) in effect at the time of check out. → About \$87.00 with tax.

**Hotel Registration:** Please call Marriott reservations at **1 (800) 321-2211 or (586) 751-5777** on or before Friday, November 18, 2011, (the "Cut Off Date") to make their sleeping room reservations. To get the discount and benefits, identify yourselves as part of the **TRIZCON2011** group staying at the Courtyard Detroit Warren. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. The Hotel will not hold any reservations unless secured by the above method. Reservations for all guests must be received on or before **Friday, November 18, 2011 (the Cutoff Date)**.

**Conference Fee:** This year, our pricing structure has been dramatically altered -- only \$450 per day or \$800 for both days. "Early Bird" registration, 20% discounts are available until 6 November 2011 for those who register and pay. To claim your discount, register online, select the 2-day registration and use the CODE: **EARLYB**.

If you have a group of 5 or more that would like to attend TRIZCON2011, I would enjoy hearing from you. Send me an email ( [ai@triz.org](mailto:ai@triz.org) ) for prevailing Group Discounts.

**Online Registration** will be available here, as soon as we can make the appropriate changes. There will not be any "walk-in" registrations allowed this year due to the government facility that is hosting this event. Register before 26 November so that badges and reviews can be properly made.

**Foreign Nationals** and individuals who work for foreign companies must fill in a special form before being admitted to the GDLS facilities. This form is downloadable from the AI website.

**Keep up to date by reading the FREE monthly newsletters. Sign-up for this service from the AI homepage.**

**[Please click HERE for a PDF version of this information.](#)**