

# **New Horizons 2021**

## ***Awakening***

September 13<sup>th</sup> – 16<sup>th</sup>, 2021  
Lakeway Resort & Spa  
Lakeway, TX

HCPA is pleased to provide you with an updated preliminary program for its New Horizons Conference. This advanced course for cleaning products professionals will focus on the latest technologies and the challenges of emerging trends in the field.

### **Monday, September 13<sup>th</sup>, 2021**

Dinner and Keynote Speaker

Remarks from Conference Chair: Rebecca Korwin, Ph.D., State Industrial Products

Innovating for a Circular Economy, Dr. Pete Christensen, PhD, Co-Founder, FLO.materials

### **Tuesday, September 14<sup>th</sup>, 2021**

- Sustainable Packaging
  - The intent of this session is to hear from industry experts that are driving sustainable packaging in their markets. These experts will share with you their goals, visions, and challenges for each segment of industry that they touch, for the new decade and beyond. We have assembled a panel of experts that represent the raw material suppliers, manufactures, converters, and retailers. Each panelist will present their strategy for driving our industry towards a more sustainable future.
- Probiotics
  - This session will cover how probiotics are used in industrial and domestic cleaning scenarios as well as discuss how this sector has evolved and how it will continue to evolve.

### **Wednesday, September 16<sup>th</sup>, 2021**

- Big Data / Internet of Things
  - This session will highlight leading applications of digital technology designed for applications in the cleaning industry. The speakers will present commercial offerings in this space and demonstrate the unique value these technologies have delivered to their customers.
- Divergent Thinking Workshop
  - The divergent thinking workshop will cover both divergent and convergent thinking processes in relation to innovation and decision making. The focus will be on divergent thinking, explaining the benefits, strategies, and why it fosters innovation. We will also discuss negative thinking patterns that hinder innovation, such as discounting, leading language, de-validation, and groupthink. The workshop will also include divergent thinking exercises.

### **Thursday, September 16<sup>th</sup>, 2021**

- Designing Products with the Consumer in Mind
  - This session will explore the innovative, design thinking approach to creating products with the consumer in mind throughout the product development journey juxtaposed with a presentation on using high-throughput data to generate ideas for new products. It will also explore consumer trends in the cleaning industry and provide a glimpse into emerging product categories of the future.