

A hand is shown from the bottom, pointing its index finger upwards towards a white text box. The background is dark blue with several light blue icons: a key, a puzzle piece, a tree, a hand, and an airplane. The text box is centered and contains the following text:

A little from the Innovation  
Day, all over Experian Latin  
America's offices  
09/1<sup>st</sup>/2011

**At our corporate headquarter, in São Paulo:  
Arriving at a different place...an INNOVATION WORLD!  
With popcorn!**



## A crowd joins our CEO and our Human Resources director to launch Idea Market





## The team that led Innovation Day



**iPads showing Idea Market, with 3D sound!**



**Improvistional theater pocket shows to relax and also talk about important elements for innovation: tolerance with mistakes, risk-taking, learning from experience, improvising and testing.**





Experiencing the power of crowdsourcing by answering “How does the company of the future look like to you?”



All around the region, teams gathered to talk about innovation...and refresh the ideas with some ice cream!

**Office São Luis - Maranhão**



**Office Natal – Rio Grande do Norte**



**Office Vitória – Espírito Santo**





## Office Campinas – São Paulo







**Office Florianópolis –  
Santa Catarina**



## Office Goiânia – Goiás







**Office Maringá– Paraná**

