

## PROGRAMME



### The 25th of March 2010

9.00	Welcome and Introduction – Confindustria Veneto SIAV
9.10	Block 1      Introducing programme and participants  Proof of the pudding/getting connected
10.30	Coffee Break
10.45	Block 2      Experts, Intermediaries, Users  About ambition, expectations, goals and needs
12.30	Lunch Break
14.00	Block 3      Understanding creation, innovation and change  A creative mind (Chapters 1 and 2 of the book)
15.30	Coffee Break

15.45	Block 4	Reducing Risk Aversion
7.30	End of the first training day	
	Every block ends with a download-moment.	
	Every block can have an intervention on behalf of cultural aspects on the subject.	

**The 26th of March 2010**

9.00	Welcome and Introduction – Confindustria Veneto SIAV	
9.10	Block 1	The creative organisation Organising creativity
10.30	Coffee Break	
10.45	Block 2	Personal creative skills
12.30	Lunch Break	
14.00	Block 3	Case studies
15.30	Coffee Break	

15.45

Block 4 Business opportunities and creative challenges

Homework for the next meeting; 3 or more concrete business opportunities to work on during the course, alone or with others from the group. Studying chapters 3,4,5,6 of the book.

17.30

End of the second training day

Every block ends with a download-moment.

Every block can have an intervention on behalf of cultural aspects on the subject.