

Training the experts: Creativity and Innovation

First training session



Where: Park Hotel Villa Marcello Giustinian, Marocco di Mogliano Veneto (TV), Italy.

When: **25 – 26 March, 2010**

The challenge to strengthen competitiveness within the crisis is based on the ability of the companies and their contexts system to apply and implement innovative products and manufacturing processes.

The ideation ability of manufacturing industries is not always successful in breaking “routine” paths and creating new products to meet needs not yet “discovered” by customers.

AIMS

- Focusing methodologies, approaches and outcomes realized by the application of “creative approaches”.
- Identify the requirements needed to apply the creative methodologies to different contexts and environments.
- Plan future action plans in local contexts during the 6 days training.

OUTPUT

New Shoes Today “Creativity” certification (only on completion of the full course)

Presentation

Pictures

