

Creativity

Experts in action! Training & Workshop

Now

- The challenge to strengthen competitiveness 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.

- Since May **NEXT** experts have been working on business challenges. A lot of energy is in the air and the first results are rolling in. We invite you to share our experiences, successes, failures, nearings and learnings.

**Learn how to use
creative thinking for the
success of your
business/organization!
Develop your capacity
for innovation and
change!**

When:
The 1st of October 2010
Where:
**Park Hotel Villa Marcello Giustinian,
Via Marignana 45/a - Marocco di
Mogliano Veneto (TV)**

PROGRAMME:

- 9.00 – 13.00 **Creativity Basics:** Focus on methodologies and techniques to implement a creative process (starting – diverging – converging phases) – 3 parallel sessions
- 12.30 – 14.00 Lunch Break
- 14.00 – 17.00 Share innovative outcomes and **business challenges** to be realized by the application of creative methods to different contexts and environments.
- Tears or Happiness:** Award of "The Leonardo NEXT Master of Creativity and Innovation" – Special messages and celebrations.

All the sessions will be held in English. The workshop is free of charge and open to all companies and professionals interested in creativity or innovation.

CREATE YOUR PARTECIPATION NOW!

To register please contact:
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