



Creative Incubator

To respond to some of the core challenges of advertising and design organizations, we have developed the Creative Incubator programme in partnership with Pi School. The programme looks at different triggers that could transform the business model and organizational design of the creative industries in a start-up incubation format meant to ideate, test, run and further develop.

After an inaugural session held in Barcelona during the ADCE European Creativity Festival, with C-level officers, several issues and challenges were identified and will provide the starting point for the workshop 1 through 3.

Workshop 1

1-3 March, 2018 | Rome

Content

- Disruption of the current models and challenge on ideas of companies of the future: No CEO, no boss, managed by blockchain.
- Decentralized autonomous organization
- Contracts and value vs. people and roles
- Flexibility and agility to innovate
- Case studies. Observation and analysis of current organizational structures
- Fundamentals of innovation
- Innovation process, from ideation to execution
- Prototyping
- Creative Consulting / Consulting by Design
- Organizational Design

Trainers & Mentors

Jamshid Alamuti, CEO / Co-founder, Pi School
 Kris Hoet, Global head of Innovation, FCB
 Axel Quack, Strategy Director, Frog Design
 Luis Villa, Strategy Director, Fjord / Accenture Spain
 Patrizia Boglione, Strategy / Creative Director, Angelini Design

Workshop 1 / Rome

Who should attend

Mid to senior-level professionals from any department of a creative organization.

Location

Pi School
 Via Indonesia 23
 00144 Rome

Date and time

Thu, 1 March - 13:00 - 19:00h
 Fri, 2 March - 9:00 - 18:00h
 Sat, 3 March - 9:00 - 18:00h / Dinner
 Party 19:00 - 22:00h

Fee

Regular price : € 2400
 ADCE Members price: € 2160
 *agency packages and grants for individual registrations available

Registration is also open for:

Workshop 2

10-12 May | Barcelona

Workshop 3

6-8 September | Berlin

Full program description

<http://pischool.link/apply-ci>

For more information, contact Maytee Rodríguez at maytee@adceurope.org