KEY BENEFITS & TAKEAWAYS
✓ Learn creative best practices and innovation skills
✓ Rethink business models and strategies
✓ Learn by doing: collaborate on creative projects
✓ Reinvent yourself and your organization by embracing diversity

PROGRAM FEES
• Professionals $8,500 CDN
  1 10% discount early application deadline: February 28, 2019
• Graduate students $5,000 CDN
  2 Scholarships available

ACCREDITATION
• Qualifies for Québec’s Corporate Education Tax Credit
• Recognised as a training activity of the Québec Bar
• Recognised by the Ordre des ingénieurs du Québec
• Training organisation recognised in France

CONTACT INFORMATION
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PARTNERS

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

11th EDITION
27 June to 13 July 2019
Montreal | Toronto | Barcelona
**SUNDAY 30 JUNE**
**TEAM PROJECTS / DISCOVERING MONTREAL!**
Espace La Fontaine

**MONDAY 1st JUNE**
**ARTIFICIAL INTELLIGENCE, HEALTHCARE & BEYOND / INCLUSIVE INNOVATION**
**CHUM / Montreal’s A Space for Life**
How artificial intelligence helps to rationalize health services and improve care: the case of the CHUM. Humanizing museums. Learn to design, develop and implement “living spaces” for the general public.
With F. Brunet [tbc], K. Malas, C.E. Aubin, C. Lecante, C.M. Brunelle, A. Charest

**TUESDAY 2 JUNE**
**ART, CULTURE & CREATIVITY**
**Société des arts technologiques (SAT) / Montreal Jazz Festival**
Rethink business models for arts and cultural organisations and projects. Jazz improvisation workshop.
With P. Cohendet, L. Simon, M. Rao, K. Dean [tbc]

**WEDNESDAY 3 JUNE**
**RETAIL / VIDEO GAMES & INNOVATION ECOSYSTEMS**
**HEC Montréal – Tech3lab / Ubisoft**
How does technology shape the retail industry? Understand the management of creative processes, collaborative management & the role of knowledge communities of the largest videogame studio in the world.
With P. Balloffet, P. Cohendet, L. Simon, P-M. Léger, S. Sérimacol, C. Orvino

**THURSDAY 4 JUNE**
**ARRIVAL IN TORONTO**
**Sportsnet / City Hall**
Go behind the scenes at one of the leading sports content providers. Welcome to the city.

**FRIDAY 5 JUNE**
**MAKING & PLAYING FOR INNOVATION**
**The catalyst @ Ryerson University / Spin Master**
The catalyst @ Ryerson University / Spin Master
Bring back the child in you! Learn how to innovate in a crowded industry with one of the most inventive toy companies in the world. Learn how to discover opportunities to enhance user experiences using new technologies like artificial intelligence and machine learning.
With D. Gauntlett, L. Escordon, A. Gutierrez

**SATURDAY 6 JUNE**
**SPORTS AND THE FUTURE OF USER EXPERIENCE**
**Maple Leaf Gardens**
Why do we love sports teams? How do they communicate with their followers? Learn best practices from teams that cultivate relationships across generations. Going into the future, collaboration and co-creation through new forms of media are vital for sports teams and their communities.
With L. Walzak, L-E. Dubois

**SUNDAY 7 JUNE**
**RETHINKING STORYTELLING IN THE NEW MEDIA**
The innovation studio
We’ve been telling stories since the dawn of mankind, but new technologies can enhance the experience of the user, and even integrate the consumer in the creation of stories. Experience ground-breaking story-telling created in the heart of Toronto.
With E. Zboralska, C. Davis

**BARCELONA**
**FROM JULY 9 TO 13**

**MONDAY 8 JULY**
**ARRIVAL IN BARCELONA**

**TUESDAY 9 JULY**
**COLLABORATIVE & SHARING ECONOMY / COLLABORATIVE SPACES / EDUCATION & CREATIVITY**
**University of Barcelona / CityLab**
Learn the latest trends & examples of new workspaces and innovative learning approaches around the world.
with M. Pareja-Eastaway, J. Gonzalez, B. Lange, F-X. De Vaujany, R. Kloostereman

**WEDNESDAY 10 JULY**
**MEDIA & ARTS BUSINESS / INNOVATION IN CULTURE / CULTURAL DISTRICTS**
**Recinte Modernista Sant Pau / Fabra i COATS / Jamboree Jazz**
Approaches to new business models in culture-related enterprises and the use of arts’ creativity as a catalyzer for innovation.
With L. Bonet, D. Escorça, J. Roures, A. Mestres, R. Gómez de la Iglesia

**THURSDAY 11 JULY**
**GASTRONOMY, NUTRITION & HEALTH**
**Fundacio Alicia / 7 Portes**
Gastronomy and health together: lessons from avant-garde & traditional Catalan cuisine to promote healthy communities.
With T. Massanés, R. Fernández, O. Balaguer, M. Rams, F. Solé Parelleda

**FRIDAY 12 JULY**
**URBAN INNOVATION & SUSTAINABILITY**
**Ca l’Alier / CISCO**
Empowering the citizen: technological innovation at the service of the community.
With A. Cornella, A. Majó, J.M. Piqué, A. Conde, D. Martínez

**SATURDAY 13 JULY**
**TEAM PRESENTATIONS / CLOSING CEREMONY**
**University of Barcelona**

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*Program subject to change without notice.*