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ECMT+ · day 1

monday 4 march

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Time: 11.00-12.00

Place : E-009

Module : ICE BREAKER

Content :

Getting to know each other.

Format : Other

Lecturer(s) : Evelyne Lefèvre
& Sandrine Le Pontois

Comments :

Time: 12.00-13.30

Place : F-024

Module : TASTE OF EUROPE

Content : Sharing national delicacies

Format :

Lecturer(s) :

Comments :

Time: 13.30-15.00

Place : E-009

Module : BUSINESS IDEAS FAIR

Content : Business trade & putting together 8 international teams - Allocation of coaches

Format : Other

Lecturer(s) : Stéphane
Foliard

Comments :

Time: 15.00-16.30

Place : E-009

Module : TEAMBUILDING

Content :

Team building in project teams - Getting to know each other as a team - Team visuals

Format : Workshop

Lecturer(s) : Martin Bradbeer,
Kaija Sankila, Evelyne Lefèvre

Comments :

Time: 16.30-16.45

Place :

Module : BREAK

Content :

Format : Lecture

Lecturer(s) :

Comments :

Time: 16.45-17.45

Place : E-009

Module : TEAM CONTRACT

Content : Personal expectations, Contract & decision making

Format : Workshop

Lecturer(s) : Sandrine Le
Pontois & Evelyne Lefevre

Comments :

Time: 17.30-18.00

Place : E-009

Module : THE WALL

Content :

First day, first impressions...the wall contributions

Format : Workshop

Lecturer(s) : Evelyne Lefèvre
& Sandrine Le Pontois,

Comments :

Time: 20.00-21.00

Place : aekjzcba

Module : iucvzrbi

Content :

vbziubiu

Format : Lecture

Lecturer(s) : dvoiznvb

Comments :

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Time: 08.30-09.30

Place : E 009

Module : TEAMWORK

Content :

Format : Lecture

Lecturer(s) :

Comments :

Time: 08.30-09.30

Place : E 108

Module : TRAINERS MEETING

Content :

Trainers daily meeting

Format :

Lecturer(s) :

Comments :
Teachers only.

Time: 09.30-10.15

Place : AMPHI GIM

Module : Entrepreneurship

Content :

Introduction to entrepreneurship

Format : Lecture

Lecturer(s) : Stéphane
Foliard

Comments :

Time: 10.30-11.15

Place : F-111

Module : WS - CREATIVITY

Content :

Workshop parallel session (a session to boost your creativity.)

Format : Seminar**Lecturer(s) :** Ron Beirens**Comments :**
Team 5, 6, 7, 8**Time:** 10.30-11.15**Place :** F-113**Module :** WS - PERSONAL USER EXPERIENCE**Content :**

Workshop parallel session

Format : Workshop**Lecturer(s) :** Michal Stoklasa**Comments :**
cancelled**Time:** 10.30-11.15**Place :** F 110**Module :** WS2 - DESIGN THINKING**Content :****Format :** Lecture**Lecturer(s) :** Stéphane
Foliard**Comments :**
Teams 1, 2, 3, 4**Time:** 11.15-11.45**Place :****Module :** BREAK**Content :****Format :** Lecture**Lecturer(s) :****Comments :****Time:** 11.45-12.30**Place :** F-111**Module :** WS - DESIGN THINKING**Content :**

Workshop parallel session

Format : Workshop**Lecturer(s) :** Stéphane
Foliard & Sandrine Le Pontois**Comments :**
Team 5, 6, 7, 8**Time:** 11.45-12.30**Place :** F-110**Module :** WS - CREATIVITY

Content :

Workshop parallel session (A session to boost your creativity.)

Format : Workshop**Lecturer(s) :** Ron Beirens**Comments :**

Team 1, 2, 3, 4

Time: 11.45-12.30**Place :** F-113**Module :** WS - PERSONAL USER EXPERIENCE**Content :**

Content : Workshop parallel session

Format : Workshop**Lecturer(s) :** Michal Stoklasa**Comments :**

Cancelled

Time: 12.30-13.30**Place :** Restaurant
universitaire**Module :** LUNCH**Content :****Format :****Lecturer(s) :****Comments :** Use your lunch ticket to eat at the students' cafeteria located route de charlieu, right next to the hospital.**Time:** 13.30-14.00**Place :** E-009**Module :** ABOUT YOU, ABOUT US**Content :** Interviews, wall contributions, selfies... grab a coffee and share your impressions, your thoughts, your mood ...**Format :** Other**Lecturer(s) :** ECMT
Communication team**Comments :****Time:** 14.00-14.45**Place :** F-24**Module :** REFLECTIVE DIARY**Content :** Time to reflect on the day... Self-reflective diaries rationale & guidelines**Format :** Workshop**Lecturer(s) :** L. Nenička, E.
Badzinska, S. Le Pontois, E.
Lefèvre**Comments :**

Time: 14.45-15.30

Place : F-110

Module : WS1 - MULTICULTURAL TEAMWORK

Content :

Key aspects of intercultural communication in teams: emotional intelligence, flexibility & case study.

Format : Workshop

Lecturer(s) : Kaija Sankila &
Liisa Timonen

Comments :
Parallel sessions - Workshop for team 1, 2, 3 & 4

Time: 14.45-15.30

Place : F-111

Module : WS2 - TEAM DYNAMICS

Content :

Team process.

Format : Workshop

Lecturer(s) : Martin Bradbeer
& Evelyne Lefevre

Comments :
Parallel session - Workshop for team 5, 6, 7 & 8

Time: 15.30-15.45

Place :

Module : BREAK

Content :

Format :

Lecturer(s) :

Comments :

Time: 15.45-16.30

Place : F-110

Module : WS1 - MULTICULTURAL TEAMWORK

Content :

Key aspects of intercultural communication

Format : Seminar

Lecturer(s) : Kaija Sankila &
Liisa Timonen

Comments :
Parallel session - Workshop for team 5, 6, 7 & 8

Time: 15.45-16.30

Place : F-111

Module : WS2 - TEAM DYNAMICS

Content :

Team process

Format : Seminar

Lecturer(s) : Martin Bradbeer
& Evelyne Lefevre

Comments :
Parallel session - Workshop for team 1, 2, 3 & 4

Time: 16.30-18.00

Place : E-009

Module : TEAMWORK

Content : Time for teamwork . Guidelines regarding the trip to Lyon & expectations discussed with coaches.

Format : Workshop

Lecturer(s) : Coaches

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Time: 08.30-09.30

Place : E-009

Module : TEAMWORK

Content : Work with your team on your project.

Format : Workshop

Lecturer(s) :

Comments :

Time: 09.00-09.30

Place : E-108

Module : TRAINERS' MEETING

Content : Daily meeting for the trainers

Format : Other

Lecturer(s) :

Comments : Trainers only

Time: 09.30-10.30

Place : F-111

Module : WS1 - PROBLEM STATEMENT & VALUE PROPOSITION

Content : Input, writing & pitching

Format : Workshop

Lecturer(s) : Michal Stoklasa & Stéphane Foliard

Comments : Parallel session - Workshop for team 1, 2, 3 & 4

Time: 09.30-10.30

Place : F-113

Module : WS2 - CUSTOMER OBSERVATION METHODS

Content : Students gain knowledge of selected methods in customer observation: -how to test -how to learn more about your potential customers' needs Shadowing, explorative interviews, customer journey, useful checklists and templates, customer profiling

Format : Seminar

Lecturer(s) : Marc Jaillot &
Ron Beirens

Comments : Parallel session - Workshop for team 5, 6, 7 & 8

Time: 10.30-10.45

Place :

Module : BREAK

Content :

Format : Lecture

Lecturer(s) :

Comments :

Time: 10.45-11.45

Place : F-111

Module : WS1 - PROBLEM STATEMENT & VALUE
PROPOSITION

Content : Input, writing & pitching

Format : Workshop

Lecturer(s) : Michal Stoklasa
& Stéphane Foliard

Comments : Parallel session - Workshop for team 5, 6, 7 & 8

Time: 10.45-11.45

Place : F-113

Module : WS2 - CUSTOMER OBSERVATION
METHODS

Content :

Students gain knowledge of selected methods in customer observation: -how to test -how to learn more about your potential customers' needs Shadowing, explorative interviews, customer journey, useful checklists and templates, customer profiling

Format : Workshop

Lecturer(s) : Marc Jaillot &
Ron Beirens

Comments :

Time: 11.45-12.30

Place : Amphi GIM

Module : PITCH

Content :

All teams present their problem statement and value proposition pitch in a plenary session.

Format : Lecture

Lecturer(s) : All trainers

Comments :

Time: 12.30-13.30

Place : Restaurant
universitaire

Module : LUNCH

Content :

Format : Lecture

Lecturer(s) :

Comments :

Time: 13.00-16.00

Place : E-108

Module : ECMT PROJECT MEETING

Content :

ECMT project follow up & coordination.

Format : Lecture

Lecturer(s) : Liisa Timonen

Comments :

For teachers only.

Time: 13.30-14.00

Place : E-009

Module : ABOUT YOU, ABOUT US

Content : Interviews, wall contributions, selfies... grab a coffee and share your impressions, your thoughts, your mood ...

Format :

Lecturer(s) : ECMT
Communication team

Comments :

Time: 14.00-14.30

Place : E-009

Module : BUSINESS IDEAS PRETOTYPES

Content : Input on business idea pretotypes design

Format : Lecture

Lecturer(s) : Marc Jaillot &
Sandrine Le Pontois

Comments :

Time: 14.30-17.30

Place : E-009

Module : TEAMWORK

Content :

Teamwork on project, including pretotyping. Coaches will meet their teams at 4pm.

Format : Workshop

Lecturer(s) :

Comments :

If feedback is required from coaches before 4pm, please get in touch via the website message board.

Time: 16.30-17.00

Place : E 009

Module : COACHING

Content :

Meet your coaches for feedback on your teamwork & project progress.

Format : Workshop

Lecturer(s) :

Comments :

Time: 17.30-18.00

Place : F-024

Module : REFLECTIVE DIARY

Content : Time to reflect on the day... Self-reflective diaries.

Format : Workshop

Lecturer(s) : L. Nenička, E.
Badzinska,E. Lefèvre

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Time: 08.30-11.30

Place : E-009

Module : TEAMWORK

Content : Compute all the data you have gathered during your field trip in Lyon. Use the feedback collected to improve your business ideas, prototypes, etc.

Format : Workshop

Lecturer(s) : Coaches

Comments : Please register for the parallel sessions scheduled this afternoon. Split your team into two groups so that you have team representatives in both parallel sessions.

Time: 09.00-09.30

Place : E-108

Module : TRAINERS' MEETING

Content : Daily meeting for the trainers.

Format : Lecture

Lecturer(s) : All trainers

Comments : Teachers only.

Time: 11.30-12.30

Place : E-009

Module : IDEAS REVIEWS

Content : 6 thinking hats to review and refine your ideas a bit further.

Format : Seminar

Lecturer(s) : Sandrine Le Pontois & Ewa Badzinska

Comments :

Time: 12.30-13.30

Place : Restaurant universitaire

Module : LUNCH

Content :

Format : **Lecturer(s) :** **Comments :**

Time: 12.30-14.00 **Place :** Main hall **Module :** INAUGURATION

Content : Inauguration of the programme & CREE conference

Format : **Lecturer(s) :** All teachers **Comments :** Teachers only.

Time: 13.30-14.00 **Place :** E-009 **Module :** ABOUT YOU, ABOUT US

Content : Interviews, wall contributions, selfies... grab a coffee and share your impressions, your thoughts, your mood ...

Format : **Lecturer(s) :** Communication team **Comments :**

Time: 14.00-15.00 **Place :** F-111 **Module :** BUSINESS MODEL - Group 1

Content : Business model design.

Format : Seminar **Lecturer(s) :** Ron Beirens **Comments :** 3 members from each team.

Time: 14.00-15.00 **Place :** F-114 **Module :** BUSINESS MODEL - Group 2

Content : Business model design.

Format : Seminar **Lecturer(s) :** Ewa Badzinska **Comments :** 3 members from each team.

Time: 15.00-17.00 **Place :** E-009 **Module :** TEAMWORK

Content : Teams working on their projects, including their business canvas model.

Format : Workshop

Lecturer(s) : Coaches

Comments :

Time: 17.00-17.30

Place : F-024

Module : REFLECTIVE DIARY

Content :

Time to reflect on the day... Self-reflective diaries.

Format : Workshop

Lecturer(s) : L. Nenička, E. Badzinska, S. Le Pontois, E Lefevre

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Time: 08.30-09.30

Place : E-009

Module : TEAMWORK

Content : Teams work on their project.

Format : Workshop

Lecturer(s) :

Comments :

Time: 09.00-09.30

Place : E-108

Module : TRAINERS'MEETING

Content : Daily meeting for the trainers.

Format :

Lecturer(s) :

Comments :

Time: 09.30-10.45

Place : F-012

Module : WS1 - MARKETING 1

Content : Define your corporate image.

Format : Seminar

Lecturer(s) : Warwick Downs

Comments : Team 1,3,5 & 7

Time: 09.30-10.45

Place : F-110

Module : WS2 - TEAM DYNAMICS &
INTERCULTURAL COMMUNICATION

Content : Analysis of team dynamics & intercultural communication aspects.

Format : Seminar

Lecturer(s) : A.
Vandenbroucke, K. Sankila, S
Le Pontois & E Lefèvre

Comments : Team 2, 4, 6 & 8.

Time: 10.45-11.00

Place :

Module : BREAK

Content :

Format :

Lecturer(s) :

Comments :

Time: 11.00-12.15

Place : F-012

Module : WS1 - MARKETING 1

Content : Define your corporate image.

Format : Seminar

Lecturer(s) : Warwick Downs

Comments : Team 2, 4, 6 & 8.

Time: 11.00-12.15

Place : F-110

Module : WS2 - TEAM DYNAMICS &
INTERCULTURAL COMMUNICATION

Content : Analysis of team dynamics & intercultural communication aspects.

Format : Seminar

Lecturer(s) : A.
Vandenbroucke, K. Sankila, S
Le Pontois & E Lefèvre

Comments : Team 1,3,5 & 7

Time: 12.15-13.30

Place : Restaurant
universitaire

Module : LUNCH

Content :

Format :

Lecturer(s) :

Comments :

Time: 13.30-14.00

Place : E-009

Module : ABOUT YOU, ABOUT US

Content : Interviews, wall contributions, selfies... grab a coffee and share your impressions, your thoughts, your mood ...

Format :

Lecturer(s) : Communication
team

Comments :

Time: 14.00-17.30

Place : E-009

Module : TEAMWORK

Content : Teams work on their projects and define their corporate image.

Format : Workshop

Lecturer(s) : Coaches

Comments :

Time: 17.30-18.00

Place : F-024

Module : REFLECTIVE DIARY

Content : Time to reflect on the day... Self-reflective diaries.

Format : Workshop

Lecturer(s) : S. Le Pontois

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Time: 08.30-09.15

Place : E-009

Module : TEAMWORK

Content : Teams work on their project.

Format : Workshop

Lecturer(s) : Coaches

Comments :

Time: 08.45-09.15

Place : E-108

Module : TRAINERS' MEETING

Content : Daily meeting for the trainers.

Format : Lecture

Lecturer(s) : All teachers.

Comments : Teachers only.

Time: 09.15-10.00

Place : F-110

Module : WS1 - MARKETING 2

Content :
Marketing campaign.

Format : Seminar

Lecturer(s) : Christian Kerber
& Marc Schumann & Dalibor
Simek

Comments :
Parallel session. Team 1, 2, 5, 6.

Time: 09.15-10.00

Place : F-113

Module : WS2 - SOCIAL MEDIA

Content : Testimonial from an IBM community manager.

Format : Seminar

Lecturer(s) : Pascale Terrosi

Comments : Parallel session. Team 3,4,7 & 8.

Time: 10.00-10.15

Place :

Module : BREAK

Content :

Format :

Lecturer(s) :

Comments :

Time: 10.15-11.00

Place : F-110

Module : WS1 - MARKETING 2

Content :

Marketing campaign.

Format : Seminar

Lecturer(s) : Christian Kerber
& Marc Schumann & Dalibor
Simek

Comments :

Parallel session. Team 3, 4, 7, 8.

Time: 10.15-11.00

Place : Place : F-113

Module : WS2 - SOCIAL MEDIA

Content : Testimonial from an IBM community manager.

Format : Lecture

Lecturer(s) : Pascale Terrosi

Comments :

Time: 11.00-12.00

Place : E-009

Module : TEAMWORK

Content : Teams work on their projects and develop their communication, marketing plans & resources.

Format : Workshop

Lecturer(s) : Coaches

Comments :

Time: 12.00-13.30

Place : Restaurant
universitaire.

Module :

Content :

Format :

Lecturer(s) :

Comments :

Time: 13.30-14.00

Place : E-009

Module : ABOUT YOU, ABOUT US

Content : Interviews, wall contributions, selfies... grab a coffee and share your impressions, your thoughts, your mood ...

Format :

Lecturer(s) : Communication
team

Comments :

Time: 14.00-17.30

Place : E-009

Module : TEAMWORK

Content : Marketing campaign : improving posters & social networks communication. Peer testing and feedback.

Format : Workshop

Lecturer(s) : Coaches

Comments :

Time: 17.30-18.00

Place : F-24

Module : REFLECTIVE DIARY

Content : Time to reflect on the day...

Format : Workshop

Lecturer(s) : E. Lefèvre

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Time: 08.30-09.30

Place : E-009

Module : TEAMWORK

Content : Teams work on their project.

Format : Workshop

Lecturer(s) :

Comments :

Time: 09.00-09.30

Place : E-108

Module : TRAINERS' MEETING

Content : Daily meeting for the trainers.

Format : Lecture

Lecturer(s) : All teachers

Comments : Teachers only.

Time: 09.30-10.50

Place : F-115

Module : WS1 - CROWDFUNDING APPLICATION

Content : Filling out your crowdfunding application.

Format : Seminar

Lecturer(s) : Stéphane
Foliard & Ron Beirens

Comments : Parallel sessions. Team 1 ,4, 5, 7.

Time: 09.30-10.50

Place : F-116

Module : WS2 - SELLING YOUR IDEAS

Content : Prepare your final presentation pitch to convince the jury that your project deserve to be supported.

Format : Workshop

Lecturer(s) : Heikki Immonen
& Christian Kerber

Comments : Parallel sessions. Team 2 ,3, 6, 8.

Time: 10.50-11.10

Place :

Module : BREAK

Content :

Format :

Lecturer(s) :

Comments :

Time: 11.10-12.30

Place : F-115

Module : WS1 - CROWDFUNDING APPLICATION

Content : Filling out your crowdfunding application.

Format : Workshop

Lecturer(s) : Stéphane
Foliard & Ron Beirens

Comments : Parallel sessions. Team 2 ,3, 6, 8.

Time: 11.10-12.30

Place : F-116

Module : WS2 - SELLING YOUR IDEAS

Content : Prepare your final presentation pitch to convince the jury that your project deserve to be supported.

Format : Workshop

Lecturer(s) : Heikki Immonen
& Christian Kerber

Comments : Parallel sessions. Team 1 ,4, 5, 7.

Time: 12.30-14.00

Place : E-009

Module : BBQ LUNCH

Content :

Format :

Lecturer(s) :

Comments :

Time: 13.30-14.00

Place : E-009

Module : ABOUT YOU, ABOUT US

Content : Interviews, wall contributions, selfies... grab a coffee and share your impressions, your thoughts, your mood ...

Format :

Lecturer(s) : Communication
team

Comments :

Time: 14.00-17.30

Place : E-009

Module : TEAMWORK

Content : Finalise your online showcase, prepare your pitch and resources for your final presentation...

Format :

Lecturer(s) : Coaches

Comments :

Time: 17.30-18.00

Place : F-24

Module : REFLECTIVE DIARY

Content : Time to reflect on the day...

Format : Workshop

Lecturer(s) : S. Le Pontois

Comments :

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