

WORKSHOP

“CREATIVIDAD Y EMPRESAS: UN BINOMIO GANADOR”

Agenda:

Date: November, Friday 28, 2014

Place: Headquarter of th Delegation of European Commission in Madrid (Paseo de la Castellana, 46 – 28046 Madrid)

Guests: Entrepreneurs, managers, chamber associates, representatives of educational institutions, trade association and local institution (almost 100 people expected)

Schedule:

09:00 Guests registration

09:30 Institutional opening

- Delegation of European Commission in Spain

Francisco Fonseca, Director

- Italian Chamber of Commerce and Industry for the Spain

Paolo Luisetto, Communication Manager

- CEOE Formación

Javier Calderón, Director

- Superficie 8

Roberto Quatraccioni, Director

09:40 – 11:30 Panel Discussion

First Panel: “Creativity: a key factor for enterprise’s training”

- 10:00 How to restore confidence in creativity: the keys to creativity training
Alessia Correa, expert in emotional intelligence, coaching and leadership

- 10:20 Creativity and Innovation in the business plans of Spanish enterprises
Javier Calderón, Director CEOE Formación
- 09:40 Learning to be creative: the experience in the CHIMERA project
Roberto Quatraccioni, Director Superficie 8

“Intermezzo”:

- 10:40 The “Business theatre” as creative training instrument: brief simulation of some business management dynamics
Jordi David, Director of El Almadén, School of Theatre and Expressive Techniques in Madrid

Second Panel: “Creative management...winning enterprise”

- 11:00 The stages of creative process and best practices in Spain
María Escat Cortés, Associate Professor, Dep. of Enterprise Organization at Autonoma University of Madrid
- 11:20 An artist in the enterprise: a creative formula to improve the output
Marcello Smarrelli, Artistic Director of Ermanno Casoli Foundation

11:40 Open debate

12:00 Closing and buffet