



European Centre for the
Experience Economy

MASTERCLASS

VALUE CREATION THROUGH EXPERIENCE

ADVANCED COURSE

for alumni executive courses, ambassadors
professional members
and businesspartners
by invitation only

8th, 9th and 10th of Oktober 2008

CASTELL D'EMPORDA EMPORDA GIRONA SPAIN
SCHOORL, THE NETHERLANDS

PrimaVera Research Program
UNIVERSITEIT VAN AMSTERDAM



INTRODUCTION

Since 2002 we have been organizing seven executive courses all over Europe. Especially for alumni we now organise our first Masterclass. Admission is only for previous Executive Course participants, professional members, ambassadors and partners of EE. This will guarantee a rich experiential knowledge interchange. Size of the group will be limited to 14 participants.

Focus will be on Learning by Sharing on business experiences in the field of 'Immaterial Value Creation'. The themes will be

1. social innovation and co-creation.
2. authenticity of organisations
3. theoretical update

We will share the progress that we made through our research with you and publications in the past years and the developments in the field of experience methodology.

GOALS

- To share and deepen new insights and theoretical developments in the field of social innovation, co creation and authenticity
- To increase competences in the field of immaterial value creation through practical business cases offered by staff and fellow participants.
- To make progress in your own business situation.

FACILITATORS

Steven Olthof

Ed Peelen

Albert Boswijk



PROGRAMME

Wednesday the 8th of Oktober

- 16.00 Reception and introduction by Albert Boswijk
- 16.10 Touch base. Sharing personal and business challenges in the field. Sharing learning experiences and the progress made.
- 17.00 Update on academic research. The difference between physical and virtual experiences by Anna Snel
- 18.00 Break
- 18.30 Case study .
- 20.00 Open space
- 21.00 Dinner

Thursday the 9th of Oktober

- 09.00 The dynamics of social innovation and the power of co-creation. Workshop by Raul Lansink(Favela Fabric). What are your top 5 best practices? Which features make them best practice? Is Mass customization value creation through co-creation. What are our favourites? Sharing the KLM Blue lab case and other examples. How to design your own user generated innovation project?
- 13.00 Lunch
- 15.00 Authenticity in the Netherlands. Sharing our research results. How to use these insights to improve business performance
- 17.30 Break
- 18.00 Integration of presented materials in your own business challenges. Small teams
- 19.45 Open space
- 21.00 Dinner El Celler de Can Rocca

Friday the 10th of Oktober

- 09.00 Integration
- 09.30 Accountability and scalability of experience concepts and budgets.
- 11.00 Open space
- 13.00 Closure, evaluation with lunch



PLEASE FAX OR E-MAIL THIS REGISTRATION FORM TO
+31 (0)346 212029
info@experience-economy.com

Yes, I would like to register to the 'Masterclass' on the 8th, 9th and 10th of Oktober and I authorize irrevocably one-only the European Centre for the Experience Economy to charge my account for the course fee of € 1990,00+VAT and the accomodation costs of € 750,00

Company Name.....

Name.....

Address.....

Postal Code.....City.....

Bank accountnumber.....

Telephone.....Mobile.....

Fax.....

E mail.....

Signature.....

Course fee € 1.990,- excl VAT. Ambassadors and professional Members € 10% reduction

Accommodation costs (excluding airfare and transfers € 750,- excl 7% VAT).

Conditions for registration and cancellation

Registration occurs in the order of receipt of registration form: You will be sent an invoice. Acceptance is in the order of payment received. Written cancellation will be accepted without any charge up to the 21th of September. After this date the full course fee will be forfeited including accomodation can.cellation fee