



European Centre for the
Experience Economy

THE EXPERIENCE
ACADEMY
THE POWER OF CO CREATION
A REVOLUTION IN VALUE
CREATION
CROSSMEDIA EXPERIENCES

EVENING
EXPERIENCE TOPLECTURE
MALCOLM GLADWELL

30 JANUARI 2009
13.00 PM
KONINKLIJKE HOLLANDSE LOYD
KOFFIE HUIS
<http://www.khl.nl/>
Oostelijke Handelskade 44
1019 BN Amsterdam

PrimaVera Research Program
UNIVERSITEIT VAN AMSTERDAM

THE POWER OF CO CREATION

& THE ROLE OF TECHNOLOGY ON PARTICIPATORY MEDIA

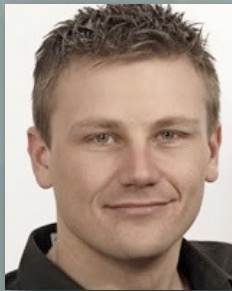
What should be different in our approach to our customers? What is the essence of value creation through co-creation. An inspiring workshop with your top 5 best practices and ours. What are the critical success factors for user generated innovation. Learn how to design your own co-creative project. Facilitated by Raul Lansink & Albert Boswijk



Me and the Media, The role of technology and participatory media in the revolution of value creation by Menno van Doorn Sogeti/VINT). How to facilitate and build social networks . Menno will share his experience.



The social cultural context one screen experiences by **George Hulshof** DMCC4screenproductions creates datamediacontentprograms on the interactive home- and the e-ducative crossmediamarkets. George Sluizer is founder of DMCC4 and has made many documentaries and is professional at any kind of screen experiences.



Privacy, Intellectual property and identity in social networks and the regulation of virtual worlds by Bart Schermer. What issues should you consider when you will involve your company in these networks? Bart is assistant professor and teaching ICT and law at the University of Leiden. He consults companies and public authorities about the legal consequences of new technologies . He represents the Netherlands in the CEFAC Legal Group of the United Nations

This program is for CEO's, businessdevelopers, innovators, marketing and experience managers.



Programme

- 12.45 Reception with tea and coffee/Broodje
- 13.00 The Power of Co-Creation by Raoul Lansink and Albert Boswijk
- 14.00 Me and the Media. The dynamics of communities
by Menno van Doorn
- 14.45 Tea break
- 15.00 The one screen Experience by George Hulshof
- 15.30 Privacy, Intellectual property, regulation of virtual networks
by Dr. Bart Schermer
- 16.00 End of formal programme, drinks
Experience Café

Special Evening Experience Toplecture

- 20.00 Malcolm Gladwell experience top lecture
Aula Universiteit van Amsterdam
Singel 411

Please fax or mail this registration form to
+31(0)346212029 or info@experience-economy.com

- Yes, I would like to register for the Crossmedia Workshop on the 30th of Januari 2009 and authorise the European Centre for the Experience Economy irrevocably to charge my account for € 250 excl. BTW.(€ 297,50 incl BTW.). Your ticket includes entrance to experience toplecture of Malcom Gladwell when registered before 19th of jan

For Professional Members

- Yes, I would like to register for the Co-Creation Lab on the 30th of Januari 2009. I am Professional member of the European Centre and authorise the European Centre for the Experience Economy irrevocably to charge my account for € 250 exclusive BTW.(for € 297,50 incl BTW.) Your ticket includes entrance to experience toplecture of Malcom Gladwell. when registered before 19th of jan

For Ambassadors

- Yes, I would like to become ambassador of the European Centre for the Experience Economy for the full Year 2009 and benefit for this event a free entrance fee with a value of € 295 excl BTW,and authorise the European Centre for the Experience Economy irrevocably to charge my account for € 1.330 exclusive BTW.(€ 1660,05 incl BTW.).Your ticket includes entrance to experience toplecture of Malcom Gladwell

name _____

companyname _____

address _____

e-mail _____

position _____

bankaccount _____

telephone _____

postalcode _____

signature _____

- I would like to registrate a colleague ,

name _____

companyname _____

address _____

e-mail _____

position _____

- After registration you will receive an invoice and confirmation. Registration occurs in the order of reception of the signed form. The amount of participants is limited to 50. ■ Cancellation policy; if your unexpectly are unable to attend there will be no charge till the 24th of Jan.After this date the full fee will be charged. You can always sent a colleague.