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Creative Sprint

Monday, April 27th
10:00 – 10:30

Creative Sprint, conversations involving creative economy, of where we come from and where we are going.

A talk on creative industries and their position against a new social paradigm. Event opening.

Monday, April 27th
10:45 - 11:30

Basic principles of creative entrepreneurship.

Dialogue with an international expert about the basic elements that young creatives should know before starting.

Monday, April 27th
11:45 - 12:30

Basic skills for Creative Economy.

Tools will be shared for capacity-building and learning styles for skill development in the creative economy.

Monday, April 27th
16:00 - 17:00

Creative Ventures and business models.

Case studies will be discussed and we will talk to successful creative based models.

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Creative Sprint

Monday, April 27
17:15 - 18:00

**From chaos to order:
First 5 steps for a
creative entrepreneur**

What are the first steps that a creative entrepreneur must implement to start up an entrepreneurial project?

Monday, April 27
18:15 - 19:00

**Room for manoeuvre.
The Market after the
crisis.**

What is the room to act for creative people to anticipate and prepare their clients? 5 clues about what could happen in the future, in term of our relationship with consumption of services and brands.

Tuesday, April 28
10:00 - 11:00

**Creative Industry
Diagnostic in times of
the crisis: needs,
strengths and tips.**

A dialogue where government officials, academia and the private sector reflect about the state of the art of creative industries.

Tuesday, April 28
11:15 - 12:00

**The Creative Sector in
times of the crisis:**

Guidelines and recommendations from economist on business support during COVID-19 within the context of Creative Industries.

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Creative Sprint

Tuesday, April 28th
12:15 - 13:15

Internationalization of the creative industries, the international market after the crisis.

International markets. The crisis is global but which economies are recovering quickly and how can we access them.

Tuesday, April 28th
16:00 - 17:00

Women in the Creative Industry.

The role of women in the creative sector is growing in importance and impact. We will speak to women who have made their way in the sector.

Tuesday, April 28th
17:15 - 18:00

The importance of design in companies to address the crisis.

A dialogue on the impact of design on business models to overcome contingency and maintaining companies afloat. Let's talk about how design can help your clients become stronger.

Tuesday, April 28th
18:15 - 19:15

Designing futures for Creative Industries.

What is to come and how to position ourselves in front of it?.