

Leading Innovation and Change in Film and TV

November 18-20, 2021, Berlin

DRAFT PROGRAM SCHEDULE // DETAILS SUBJECT TO CHANGE

Wednesday, 17. November _____ DAY OF ARRIVAL

19:00 ___ **Welcome Reception and Dinner at the hotel restaurant**

Thursday, 18. November _____ DAY ONE: ROADMAP TO CHANGE

9:00 ___ **Welcome // Introductions**

Dina Rubanovič, Erich Pommer Institut

Andrea Olsson, Strategic Coach to Content & Tech Leaders

9:45 ___ **Preparing for the Journey Ahead** (incl. coffee break)

Exploring key activities and different types of innovation. An honest assessment of your business now.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

12:00 ___ **Where Are We Heading?**

Your company vision and definition of success.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

12:30 ___ **Lunch Break**

13:30 ___ **Business Case Study I: Company Innovation**

Hear from the founder of award-winning TV, Film and Digital Studio beActive Entertainment on organising for changing market conditions and capitalising on new opportunities.

Nuno Bernardo, beActive

14:30 ___ **What's the Terrain?** (incl. coffee break)

Gain a wider perspective on change affecting your industry and learn to anticipate rather than react to change. Consider how it will impact your business in the near to medium term future.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

16:00 ___ **Setting the Compass**

Identify how your unique value proposition aligns with new market opportunities.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

17:00 ___ **End of Day Reflection**

Andrea Olsson, Strategic Coach to Content & Tech Leaders

17:30 ___ **End of day one**

19:15 ___ **Meeting in hotel lobby for joint walk to dinner at nearby restaurant**

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Friday, 19. November ____ DAY TWO: INNOVATE & ASSESS

9:00 ____ Exploring the Entrepreneurial and Agile Mindset

What behaviours do we need to adapt to help our business thrive through change? And what do we need to learn and unlearn in order to support innovation?

Flavia Bleuel, TQ & HPI Academy

10:00 ____ Intro to Design Thinking

Understand the problem before you solve it and leverage the power of diversity!

Flavia Bleuel, TQ & HPI Academy

11:00 ____ Coffee Break

11:30 ____ Deep Dive into Audience and Customer Needs and Agile Ways of Working

Experience Design Thinking - Team Work Part I.

Flavia Bleuel, TQ & HPI Academy

12:30 ____ Lunch Break

14:00 ____ A Clear Destination

Experience Design Thinking - Team Work Part II.

Flavia Bleuel, TQ & HPI Academy

15:15 ____ Coffee Break

15:45 ____ Incorporating Design Thinking in Your Own Business

How to implement innovation tools to make strategic decisions and embed innovation in your day-to-day business. Exploring Strategic fields of opportunity, iteration and testing and the concept of minimum viable product.

Flavia Bleuel, TQ & HPI Academy

17:30 ____ End of day two

19:15 ____ Meeting in hotel lobby for joint walk to dinner at nearby restaurant

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Saturday, 20. November __ DAY THREE: INFLUENCING & IMPLEMENTING INNOVATION & CHANGE

9:30 __ The Helicopter View

Business model innovation. Translate your vision into tangible ideas with the help of Lean Canvas. Coached exercises.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

10:45 __ Coffee Break

11:15 __ Paving the Way

Making the case for and leading change. Building momentum and support and sharing the vision.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

11:45 __ The Road Towards Change

Introduction to change frameworks & case study.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

12:30 __ Lunch Break

13:30 __ Business Case Study II: Implementing Change

How do we successfully lead change, embed innovation culture and navigate roadblocks in our organisations?

Ezra Eeman, Mediahuis

15:00 __ Eyes on the Road

Approaches to measuring progress; from goal setting to measuring success.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

16:00 __ A Personal Toolkit for Change Leaders

Exploring habits and ideas to stay focused and resilient in the midst of change.

Andrea Olsson, Strategic Coach to Content & Tech Leaders

17:00 __ Final Evaluations

Dina Rubanovitš, Erich Pommer Institut

17:30 __ End of the workshop

19:15 __ Meeting in hotel lobby for joint walk to farewell dinner at nearby restaurant

Sunday, 21. November __ DAY OF DEPARTURE