

Business Development for Success

Leading Innovation and Change in Film and TV

December 4 – 8, 2019 in Berlin

PROGRAMME SCHEDULE

Wednesday, December 4 _____ DAY OF ARRIVAL

19:00 __ **Welcome Reception and Dinner at the hotel**

Thursday, December 5 _____ DAY ONE

9:00 __ **Welcome and Introductions**

Dina Rubanovič, Erich Pommer Institut

9:30 __ **The Digital Shift in Film and TV: Learning and Un-Learning in Times of Disruption**

Erwin Schmidt, Cinemathon International

HUMAN-CENTRED INNOVATION AND AGILE INNOVATION MANAGEMENT: Introduction, Methods and Work Modes (Design Thinking and Scrum)

Design Thinking has become an industry standard to develop human-centred innovation and to tackle complex challenges. Learn to create something that is really needed. The whole session will be a hands-on mix of teamwork, inputs and reflection sessions.

- ✓ Experience all six phases of the Design Thinking process
- ✓ Dive deeper into the Design Thinking mindset and work modes
- ✓ Work in small multidisciplinary teams and try out different methods for human-centred innovation
- ✓ Get an overview on combining Design Thinking and other agile methods
- ✓ Learn about Scrum as a process and method for agile development and agile project management

Flavia Bleuel, HPI Academy & **Nele Fischer**, Freelance Futurist

10:00 __ **Human-Centred Innovation / Agile Innovation Management: PART 1** (incl. coffee breaks)

13:00 __ **Lunch break**

14:00 __ **Human-Centred Innovation / Agile Innovation Management: PART 2** (incl. coffee breaks)

18:30 __ **End of day one**

19:00 __ **Meeting in hotel lobby for joint walk**

19:30 __ **Dinner at nearby restaurant**

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Friday, December 6 _____ DAY TWO

9:30__ **MANAGING CHANGE / PART 1: You are more than just your slate!** (incl. coffee breaks)

A session to take a step back from the day to day. This session will help you define what your business is doing now, and how well it fits with what you need it to do for you going forward. We'll consider the following questions:

- ✓ What are your long-term aspirations for yourself and your business?
- ✓ What does your business model look like now?
- ✓ What are your key business drivers?
- ✓ What is your USP – how do you make sure you stick out from the crowd?

Gill Thewlis, Aperté

13:00__ **Lunch break**

14:30__ **Business Case Study I**

Robert van Hunsel, Ticketing Group

16:00__ **Coffee break**

16:30__ **MANAGING CHANGE / PART 2: Going boldly into the future**

Building on the Innovation session on day 1 we'll explore the way the world of drama production is changing – and how you want to respond to those changes. We'll look at:

- ✓ What does business model innovation look like?
- ✓ What do you do with all your ideas?
- ✓ Strategic approaches to harnessing your best ideas and developing your business in the future
- ✓ What does this mean for your current business model?

Gill Thewlis, Aperté

18:30__ **End of day two**

19:00__ **Meeting in hotel lobby for joint walk**

19:30__ **Dinner at nearby restaurant**

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Saturday, December 7 _____ DAY THREE

9:30 __ **Business Case Study II**
Ludwig Källén, Plattform Produktion

11:00 __ **Coffee break**

11:30 __ **MANAGING CHANGE / PART 3: Leading the Change**

Drawing on day two, we will move into the future and we'll:

- ✓ Create your future focused business model and discuss how you measure your success
- ✓ Define how your underpinning financial model works and set some SMART targets for the future
- ✓ Look at various approaches to structuring and presenting a business plan and financing that plan

Gill Thewlis, Aperté

13:00 __ **Lunch break**

14:00 __ **MANAGING CHANGE / PART 4: Making the Change Happen (incl. coffee breaks)**

We'll create a timeline for you to move your business from now to the future. We'll think about:

- ✓ What will you need in terms of assets and resources to make the change happen?
- ✓ What will you need to do – what actions will you need to take?
- ✓ What could get in the way or possibly go wrong, and how may you deal with these eventualities?
- ✓ Process of change, how change impacts people and methods of managing a team through change

Gill Thewlis, Aperté

18:00 __ **Debriefing and evaluations**

18:30 __ **End of workshop**

19:00 __ **Meeting in hotel lobby for joint walk**

19:30 __ **Dinner at nearby restaurant**

Sunday, December 8 _____ DAY OF DEPARTURE