

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 – The Challenges for Leaders in Disruptive Times**

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 – 13:00 __ **Agile Innovation Management: PART 1** (incl. coffee breaks)

13:00 – 14:00 __ **Lunch break**

14:00 – 18:30 __ **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

MANAGING CHANGE: PARTS 1 & 2

9:30 __ **PART 1: Management Before Change** (incl. coffee breaks)

Define your current business and financial model(s) with clarity, including your organisational USP.

Gill Thewlis, Aperté

13:00 __ **Lunch break**

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

16:00 __ **Coffee break**

16:30 __ **PART 2: Business (Model) Innovation: Processes and Methodologies**

Learn about the process of business model innovation in order to scale up, grow, diversify and/or become more financially sustainable.

Gill Thewlis, Aperté

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

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

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

Saturday, December 7 _____ DAY THREE

MANAGING CHANGE: PARTS 3 & 4

9:30 __ **Business Case Study II**

Ludwig Källén, Plattform Produktion

11:00 __ **Coffee break**

11:30 __ **PART 3: Leading the Change**

Set USP-focused goals to build a future-focused business and financial model.

Gill Thewlis, Aperté

13:00 __ **Lunch break**

14:00 __ **PART 4: Implementing the Change** (incl. coffee breaks)

Plan the transition & the changes it requires. What will get in the way? What can go wrong? Understand the theory and practice of managing change. / Build a robust, pragmatic and usable action plan for your business to use in your day to day operations and management.

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