IMAGINE INNOVATION WORKSHOP
11 - 12 SEPTEMBER 2024
Location: Student Entrepreneurship Centre Ferrara

DAY 1
09:00 Welcome
- Introduction and inspiration
- Warm-up and teambuilding
10:00 Insight
- Discuss relevant problems
- Cluster problems
- Define the challenge
12:00 Inauguration of Ferrara SEC & Lunch
- Inauguration ceremony for the SEC followed by a buffet lunch
13:30 Ideation
- Practical Creativity training
- Find the right idea!
14:00 Implementation
- Developing the idea
- Defining the idea
15:30 Ending of day 1

DAY 2
09:00 Presentation structuring
- Refining the idea
- Rhetorical structure of presenting
10:00 Pitch training
- Presentation technique
- Practicing pitching
11:00 Presentations
- Groups present their concepts
- Audience discussion on ideas
12:00 Reflection and discussions
- Joint reflection on the process and
12:30 END

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