

We have been inspecting the location in Umbria for our Executive Course Value Vreation through Inspiration.(see picture)

The first part of the program will be started of in a Benictan Abbey Abbazia San Pietro in Valle(<http://www.sanpietroinvalle.com/>), half an hour from Norcia. Coming from Rome, you have to go through different tunnels and enter in fact another world. Time slows down on you. ( the “Delayed Time” by Arnold Cornelis). Here we enter a world of Benictan Spirituality, searching for balance, simpicity and life long values. This is an excellent place to discover what experience in fact is. Experience and inspiration from inside ourselves and to experience cases presented by our guest lecturers

The second part of the program we will move via the Piano Grande( a place where you would like to stay longer) to Norcia. The environment is undisturbed and the City of Norcia is still on a human scale  
In Norcia we will be inroduced to Pater Cassiano,who will introduce us to the approach of the Benedictan Monks. We will attend the Complete, gregorian singing of the monks when they close their day. We will stay in the traditional old fashioned Italian hotel Grotto Azurro (<http://www.bianconi.com/>). Nothing like a design hotel, but soon you will be inspired by the true hospitality of the italian family Bianconi. The conference room will be in the private house of the family, close to the hotel.. Sunday lunch everybody out of the area visits the hotel, lots of people come from Rome to spent the weekend here. Our visit was too short, but we will be back in april.

Draft program Executive Course Value Creation through Inspiration  
Umbria  
23 – 29 April 2006  
*Subject to change*

- 17.00 Reception and registration
- 18.00 Opening ceremony
- 18.30 Introduction by Albert Boswijk en Yvonne Nieuwenhuijs (Giotto Cultural Projects)
- 19.30 Opening dinner in the abbey

Monday

- 07.00 Walking (facultative)
- 08.00 Breakfast
- 09.00 What are we talking about. What is an experience?
- 11.00 A new perspective on the Experience Economy  
Albert Boswijk
- 12.30 Lunch
- 14.00 Reflection
- 15.00 Forward Thinking by Jempi Moens  
First workshop and then presentation
- 17.00 Reflection, work on own business case
- 18.00 Merenda
- 18.30 Inspiration by Meaningful XP E-Cultura Felix Lozano
- 19.30 Recreation
- 20.00 Dinner Pizzeria

Tuesday

- 07.00 Walking (facultative)
- 08.00 Breakfast
- 09.00 From senses to creating meaning
- 11.00 Psychology of the senses Prof Koster
- 12.30 Lunch by Renato
- 14.00 Reflection
- 15.00 Strategic Journey and the DAS case Steven Olthof
- 17.00 Own business case reflection in small groups of three
- 18.30 snack
- 19.00 Inspiration by meaningful XP ID&T Duncan Stutterheim
- 20.00 Dinner by

Wednesday

- 07.00 Walking (facultative)
- 08.00 Breakfast
- 09.00 Introduction in the philosophy of Benedictus - Yvonne Nieuwenhuijs
- 10.00 Leaving the Abazzia
- 11.30 Walking in the Piano Grande
- 13.30 Lunch in Castelluccio
- 14.30 To Norcia
- 16.00 Encounter with Benedictine prior Padre Cassiano

- 17.30 Personal reflection, image diary
- 18.30 Sharing of images and impressions
- 19.30 Complete with Benedictine monks
- 20.30 Dinner in Norcia

## Thursday

### Inspirational examples

- 09.00 On line Experience Lego by Mark Hansen
- 10.30 The College Hotel by Jeroen Ankersmit
- 11.00 Concert Architects Rob Wagemans
- 12.30 Lunch
- 13.30 Reflection
- 14.30 Questions for Joe Pine
- 15.00 Discussion with Joe Pine
- 16.00 Workshop with Joe Principles of ....
- 17.30 Reflection
- 18.30 Implementation methodology 5 stages
- 19.00 Pasta cooking local cook and Angelique Schmeinck
- 20.00 Wine tasting
- 20.30 Dinner in Norcia

## Friday

- 09.00 Principles of Experience Co Creation
- 11.00 Building communities by Arjan Postma
- 12.30 Personal Mission
- 13.30 Lunch
- 15.00 Ending ceremony