



European Centre for the
Experience Economy

FIVE DAY EXECUTIVE COURSE

CREATING UNIQUE VALUE
THROUGH EXPERIENCE

23 - 28 APRIL 2006
NORCIA UMBRIA ITALY

EXECUTIVE COURSE

CREATING UNIQUE VALUE THROUGH THE CREATION OF MEANINGFUL EXPERIENCES

Five day International Executive Course

Engage in learning by sharing with executives and practitioners across the globe. The executive course for CEO's, MT- members and innovation managers.

23rd - 28th of April 2006

Abbazia San Pietro in Valle, Terni Italy

Ospitalità Bianconi Hotel Grotto Azurra, Norcia Italy
(Incoming Airport Rome)

Featuring

Prof. Joseph Pine Strategic Horizons, Prof. Ed Peelen Nyenrode University, Prof. Ep Köster University of Utrecht, Drs. Anna Snel University of Amsterdam, Mark William Hansen Lego Company, Duncan Stutterheim ID&T, Bart van Kampen Beverwijkse Bazar, Felix Lozano E-Cultura, Arjan Postma Eliace Creative Strategies, Rob Wagemans Concrete Architects, Yvonne Nieuwenhuis Giotto Cultural projects, Jempi Moens Fresh Forward, Steven Olthof KPMG Business Innovation and many other top lecturers and experience practitioners.

Immerse yourself with the theory and practice of a new look at the Experience Economy. Create opportunities for your own business inspired by an integrated way of thinking and working. Reach your goals through learning by sharing and by preparing for the successful implementation of business innovations.

TEACHERS

YOUR TEACHERS

Thomas Thijssen



Albert Boswijk



Drs. Anna Snel



Prof. dr. Ed Peelen



Ir. Steven Olthof



Drs. Jempi Moens



Prof. Joseph Pine



LOCATION

ABBAZIA SAN PIETRO IN VALLE FERENTILLO, TERNI ITALY
BIANCONI OSPITALITA, NORCIA, UMBRIA ITALY



ABBAZIA SAN PIETRO IN VALLE
VIA CASE SPARSE 4
05034 FERENTILLO
TERNI ITALY

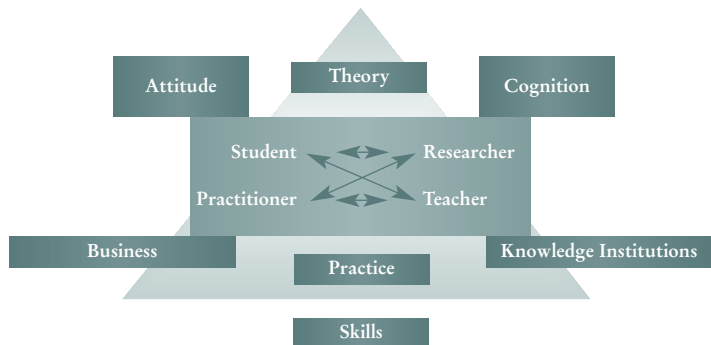
BIANCONI OSPITALITA
VIA ALFIERI 12
06046 NORCIA (PG)
UMBRIA ITALY

PHILOSOPHY

THE PHILOSOPHY OF THE COURSE

The five day Executive Course is modular and follows an integrated framework on various learning levels. We move from a personal perspective to an academic perspective, from a practitioners point of view to self learning and working on your own business case. Within your own business case we move from external to internal and from strategy to implementation. We will also focus on the marketing perspective of experience and experience co-creation.

An innovative learning model, known as Learning by Sharing is used. Professor Rik Maes and Thomas Thijssen developed this new learning model at the Universiteit van Amsterdam in 1998. It has been applied in many learning situations since.



The model engages researchers, teachers, students and practitioners, and combines three forms of learning in one: learning by investigating (formal research), learning by experimenting (explorative research) and learning through practice (learning by doing). By jointly developing fresh knowledge, insight, overview and foresight are created. The model combines theory with practice, and brings together people with a mutual interest through Learning by Sharing.

PERSPECTIVES

I | PERSPECTIVES

Why Umbria

Every year we select a location with historic roots which brings us back to essential values. This year the location will be the place of birth of Saint Benedictus Norcia. Norcia contains the concealed art of a town established 600 years before Rome. Our stay in Umbria will be inspired by the peace and tranquility of the nature (The National Park of the Sibylline Mountains), and by the spirituality of Saint Benedictus. An environment that will be a source of inspiration and creativity for our course. The first part of the program will be started of in a Benedictan Abbey Abbazia San Pietro in Valle half an hour from Norcia. Coming from Rome, you pass through different tunnels and enter in fact another world. In Umbria time seems to be delayed, life is lived with compassion and follows the rythm of nature. The world of Benedictan Spirituality, searching for balance, simplicity and life long values. An excellent place to discover what experience in fact is.

The Program

The program is not what says it is. What you read will only be the surface. You will undergo a deep learning proces and it might seriously change the way you will be thinking and feeling about experiences. You will tap your inner source of creativity and that of your fellow participants, as well as the inspiration of your guest lecturers.

Personal Perspective

From our personal views we develop new insights in experiences.

What is the common denominator in deep personal experiences, into the turning points of our life? Through Learning by Sharing, we will develop a working definition of experience for the coming days. On the fifth day, we will return to your personal perspective to discuss your relationship and your personal mission with the implementation process of experiences, and how you can be supported in achieving your mission.

Academic Perspective

Drs. Anna Snel informs you about her latest research findings and how scientists have conducted research on the topic from various disciplines, like psychology, philosophy, economic theory etc. She explains her integrative approach to experiences and her theories developed so far.

Prof. Ed Peelen explains what experiences mean from a marketing perspective. He discusses the ambition of organisations and the current reality. He will speak about themes as relating, linking, bonding and providing meaning. And if we can pull this together as an organisation, what does it mean for the development of specific competencies within the organisation?

Innovation a Perspective for the Future

Jempi Moens describes what he calls 'Forward Business Development'. The creation of success and growth is still dominated by rational and analytical models and templates that consider the customer as a side issue. Building the future is often based on experiences from the past, or is considered the same as technological innovation. In the future, business success will more and more depend on finding answers to satisfy subjective needs and hidden desires of the individual (value creation).

The Practitioners Perspective

Strategy and Implementation

Throughout the course you will be exposed to a variety of entrepreneurs that implemented ‘experience concepts in their businesses.’ These ‘future makers’ present their view on the implementation process.

Felix Lozano of E-Cultura (Madrid) presents their view of how to create meaningful experiences in the Imagination Society.

Duncan Stutterheim of ID&T will tell you the inside story how he got to the market of 20 year olds, how he has build a dance imperium with mega dance parties of 50.000 people. He now runs a broadcasting station, several bars and restaurants.

Bart van Kampen entrepreneur ‘pur sang’ will tell you how he achieved to get 1.3 million visitors a year to his Beverwijkse Bazar, a weekend market. Rob Wagemakers will share with you his architectural insights, experience by design.

Mark Hansen of LEGO will explain how Lego approaches their customers and how they handle the great power of communities and experience co-creation. Jeroen Ankersmit (CEO) of ROCA and the College Hotel will share with you his learning concept of the best concept and design hotel of Europe.

The Perspective of Creating Meaning

Psychology of the senses

How do our senses work and how are they connected to experience and emotion? And what role do experiences play in the process of creating meaning. An exhilarating vision on the senses from a research perspective, presented by Prof. Ep Köster of the University of Utrecht. During the course we will continue to deal with senses. You will experience taste as an exceptional feature of awareness through the senses, introduced by a Angeliq Schmeinck, a well known master chef.

Perspective of Strategy

The Strategic Experience Journey

We will introduce you to an existing business case of an insurance company where we will introduce you to the whole concept and the 5 stages of experience creation. Afterwards there will be time to work with the same principles on your own business case.

Cultural Perspective

The third day is a break of the intensive course program

Yvonne Nieuwenhuis (Giotto Culture Projects) will tell us about the history of Norcia, the role of the Benedictus in this area and explain about their values. We will meet the prior of the Monks and listen to their Gregorian singing in the evening (Complete). Yvonne is engaged in Norcia with the family Bianconi in restoring a small old Palazzo into a hotel with historical roots, gastronomy and modern comfort.

Personal Perspective, time for integration and reflection, your own business case

Personal Coaching

Everyday there will be time reserved in the program to reflect, to study the materials and to integrate what has been offered to you. Where does all this inspiration lead to? Where do I stand personally? What is my personal relationship with experience and what is my mission in relation to experiences? How can I contribute effectively to value creation in my own company or organisation? Am I able to implement this? The core teachers are available for personal coaching. Any questions that you might have you can discuss with them.

Intended for

This Executive Course has been developed for higher management with decision-making power for developing and implementing the strategy in the near future, and those who have influence on the policy. To be more precise, the candidate participants are CEOs, general managers, marketing managers, strategy and business development directors or innovation managers, strategic consultants and members of the management team.

Advantages

1. Insight into the field of experience economy.

You will receive an integrated insight into all aspects of the experience economy, of experience co-creation and of experience-engineering, the developments in society, the changing needs and desires of customers, the strategy and methodology to successfully act upon these.

2. Improved customer loyalty and innovative business concepts.

In just five days, you will discover how you can retain customers and create new ones by making your business concepts fit for the future.

3. Sharing knowledge and experience.

You will exchange ideas and thoughts with academics, experts and like-minded people about the topic of experience economy and you will get new ideas for your personal success and for that of your organisation.

References

Visit for full report www.experience-economy.com/members

PROGRAM

PROGRAM OVERVIEW

Pre-course

Meet fellow participants on professional meeting point www.experience-economy.com	Preparing your own business case format
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Day one: Monday April the 24th

Personal Working definitions	New look at the Experience Economy	Reflection	Futurise	Practitioner case
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Day two: Tuesday April the 25th

Process of creating meaning	Senses and emotions	Reflection	Strategic Journey	Practitioner case
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Day three: Wednesday April the 26th

Culture of Umbria and Norcia	Piano Grande	Benedictus	Reflection	Complete
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Day four: Thursday April the 27st

Practitioner workshops	Architects view	Reflection	Authenticity and Business paradigms	Tasting & Cooking
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Day five: Friday April the 28th

Experience co-creation	Building communities	Your own mission	Evaluation
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Post-course

Implementing your own business cases and creating unique value.

The program is designed in such a way that you can develop your own business cases (light green), based on theory (grey) and inspiring business cases from practice (dark green). It facilitates generative learning between academics and practitioners through Learning by Sharing.

PROGRAM EXECUTIVE COURSE VALUE CREATION
THROUGH EXPERIENCE AND INSPIRATION UMBRIA.
23-28 APRIL 2006

SUNDAY 23RD OF APRIL

- 17.00 Arrival and registration
- 18.00 Opening ceremony
- 18.30 Introduction by Albert Boswijk en Yvonne Nieuwenhuijs
- 19.30 Opening dinner in the Abbey

DAY ONE
MONDAY 24TH OF APRIL

- 07.00 Walking or exercise (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, Thomas Thijssen, Ed Peelen
- 12.30 Lunch
- 14.00 Reflection
- 15.00 Forward Thinking by Jempi Moens
Workshop and presentation
- 17.00 Reflection, work on own business case
- 18.00 Merenda (small snack)
- 18.30 Inspiration by Meaningful Experiences E-Cultura Felix Lozano
- 19.30 Recreation
- 20.00 Local Dinner

DAY TWO

TUESDAY 25TH OF APRIL

- 07.00 Walking or exercise (facultative)
- 08.00 Breakfast
- 09.00 From senses to creating meaning
- 11.00 Psychology of the senses Prof Koster
- 12.30 Local 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 Meranda (small snack)
- 19.00 Inspiration by meaningful Experiences ID&T Duncan Stutterheim
- 20.00 Dinner

DAY THREE

WEDNESDAY 26ST OF APRIL

- 07.00 Walking or exercise (facultative)
- 08.00 Breakfast
- 09.00 Introduction into the philosophy of Benedictus - Yvonne Nieuwenhuijs
- 10.00 Leaving the Abazzia
- 11.30 Walking the Piano Grande
- 13.30 Lunch in Castelluccio
- 14.30 To Norcia
- 16.00 Encounter with the Benedictine Prior Padre Cassiano
- 17.30 Personal reflection, image diary
- 18.30 Sharing of images and impressions
- 19.30 Complete with Benedictine monks (Gregorian Singing)
- 20.30 Dinner in Norcia

DAY FOUR

THURSDAY 27TH OF APRIL

INSPIRATION BY OTHERS

- 09.00 On line Experience Lego by Mark Hansen
- 10.30 The College Hotel by Jeroen Ankersmit
- 11.00 Concrete 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 Pine
- 17.30 Reflection
- 18.30 Implementation methodology 5 stages
- 19.00 Taste and cooking local chef and Angelique Schmeinck
- 20.00 Wine tasting
- 20.30 Dinner in Norcia

DAY FIVE

FRIDAY 28TH OF APRIL

- 09.00 Principles of Experience Co-creation
- 11.00 Building communities by Arjan Postma
- 12.30 Personal Mission within the context of Experience Implementation
- 13.30 Lunch
- 15.00 Closing and evaluation
 - Opportunity to leave to Rome Airport
- 20.00 Local dinner for those who stay
 - Sharing ideas, solutions and plans from the case studies

Registration

The number of participants for this Executive Course is limited to a maximum of 20. So make sure you register early to ensure yourself of a place. We encourage participation of several participants from the same organisation to enhance the aggregated learning experience.

You can register by completing, signing, emailing or faxing the reply form to the European Centre for the Experience Economy, fax: +31 (0)346 21 20 29, or by sending it to: albert@experience-economy.com

European Centre for the Experience Economy, Prof. Bronkhorstlaan 15, 3723 MB Bilthoven, The Netherlands. You will receive a confirmation and an invoice by return mail. Participation will be allocated on the basis of the date on which payment is received.

Reduction

When registering two participants from the same organisation, a 7% reduction on the course fee will be applied. When registering three participants from the same organisation, a 10% reduction on the course fee will be applied. Professional members of The European Centre for the Experience Economy have priority registration and a discount of 10% when payment is received before 1st of January 2006.

Course material

All participants will receive a manual with course material, which can be used for reference, including recent articles and recommended literature. All participant will receive free acces tot the professional meeting point at the European Centre for the Experience Economy till the 1st of jan 2007.

Location

The Executive Course will be held in Bianconi Ospitalità, via Alfieri 12, 06046 Norcia (PG), Umbria Italy and Abbazia San Pietro in Valle, Via Case Sparse 4, 05034 Ferentillo, Terni Italy. For more information see www.bianconi.com and www.sanpietroinvalle.com.



Certificate

All participants will receive a certificate from the University of Amsterdam.

Fee for the course

€ 4.500 excluding VAT and excluding costs for accommodation.

Accommodation costs estimated around € 1250 (excl. trips and transfers).

Arrival the 23rd of April - departure the 28th of April 2006.

Guarantee

The European Centre for the Experience Economy and the University of Amsterdam and The Nyenrode Business University guarantee the quality of the Executive Course. By employing only top teachers we can guarantee effective sharing of knowledge.

Conditions for cancellation

If you are prevented from attending, you can send a colleague or representative at no additional costs. Written cancellations will be accepted up to 30 days before the first course date. A cancellation fee of € 250 will be charged. After this date, the whole course fee and residential fees will be forfeited.

REGISTRATION FORM

European Centre for the Experience Economy
Please fax this form to +31 (0)346 212029
'Creating Unique Value through Experience'
23rd of April - 28th of April 2006
Bianconi Ospitalità, Norcia Italy
Abbazia San Pietroin Valle, Terni Italy

Yes, I would like to register for the Executive Course:

Company Name

Name

Position

Address

Postal Code

City

Bank accountnumber

Telephone

Fax

Signature

Yes, I would also like to register my colleague:

Company Name

Name

Position

Address

Postal Code

City

Bank accountnumber

Telephone

Fax

Signature

Conditions for registration and cancellation

Registration occurs in the order of receipt of registration form:

- You will be sent an invoice.
- Acceptance is in the order of payment received.
- If for some reason you are unable to attend, you can send a colleague at no extra costs. Written cancellation will be accepted without any charge up to 30 days before the first course date; a cancellation fee of € 250 will then be charged. After this date, the full course fee will be forfeited.