

TRAIN THE TRAINER WORKSHOP

“CREATIVE INDUSTRY: ENTERPRISE AND INNOVATION”

14 – 18 January 2019

LECTURER

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VENUE

Ta Quang Buu building, Hanoi University of Science and Technology

PROGRAMME

Day 1

- Welcome and introductions
- HEP project plans
- Supporting enterprise and innovation as an educator
- Introducing enterprise
- Mapping innovation and entrepreneurship ecosystems
- HUST, UTC and Hoa Sen presentations

Day 2

- Creativity and ideation
- Managing Innovation
- Value Proposition
- Critical thinking
- Labs, incubation and innovation spaces

Day 3

- Business model innovation day: Lean start-up and the Business model canvas

Day 4

- Creativity skills, team-work and developing the value proposition
- Creating an action plan
- HEP Project Meeting: Project launch and outline ecosystem mapping activities

Day 5

- Conflict resolution and negotiation
- Preparing your pitch
- The Shark Tank Presentations