

# EGIN



*Autumn seminar-09 and 10th of November 2017-Ghent*

***INSPIRE/SHARE KNOWLEDGE/FACILITATE***



*Goal: creating a dialogue between media pro's / educational programmes throughout a dedicated high level conference. Highlighting the 360 °storytelling coverage principle and the consequences on nowadays skill sets.*

Mediarte.be, Artevelde University College, dept. of Graphical and digital media

**Hotel Ibis Gent Sint-Baafs kathedraal, Limburgstraat 2, 9000 Gent**

Single room: € 104 per room per night (breakfast + city tax included)

Double room: € 122 per room per night (breakfast + city tax included)

**Thursday 09/11/2017**

**“SEMINAR: “THE IMPACT OF STORYTELLING ON SKILL SETS AND BUSINESS INNOVATION”**

9h-10h: coffee bar and bakery treats

**10h-10h45: “storytelling through the lens” opening keynote by Lieve Blancquaert**, BE, accomplished photographer, journalist and TV producer who seeks social relevance.

**10h45-12h15: “Storytelling skill sets”**

**Keynote by Maarten Westerveen**; NL, Editor for Storytelling Concept and Podcast ‘Echt Gebeurd: true stories told live’.

Panel:

- Andries Fluit; BE, Head of Multimedia @ newspaper De Tijd, Co-author ‘How to story’
- Jeroen Van Haele; BE, CEO @ Hotel Hungaria, All-in storytelling agency

12h15-13h15: elegant salad buffet and coffee bar

**13h15-15h15: “Business innovation through storytelling”**

**Keynote by Dirk Bollen**; BE, Service and Business designer @ Made Design and Innovation

Panel:

- Hannes Van de velde; BE, Director of product design @ In the pocket, Digital Product Studio
- Philip Swinnen; BE, CEO @ 87 seconds, Creative Video Communications agency
- Anne Janssens; NL, Founder and Podcaster @ Dag en Nacht Media, professionalizing and commercializing independent podcasts.

**15h15-16h: interactive lecture and Q&A: Hans Bourlon**; BE, Co-founder and CEO Studio 100, TV production and entertainment company

16h: Drinks and appetizers

**Participants/Target audience:** EGIN members, belgian media pro’s, students and teachers in journalism & graphical and digital media

**Venue: Zebrastraat**, Zebrastraat 32, 9000 Gent

Conference: **Ned kahn**

Welcome, lunch, reception: **bar Faustino**





## 19U: EGIN dinner & drinks

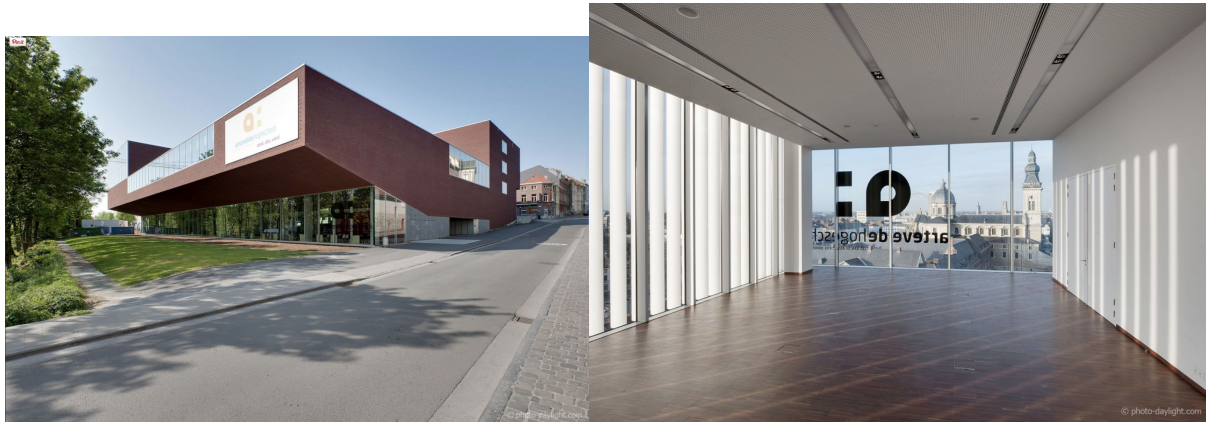
Venue: Belga Queen, Graslei 10, 9000 Gent



Friday 10/11/2017



Venue: Artevelde University College, Kantienberg 10, 9000 Ghent, 10th floor



**10h: opening by Anders Mosumgaard & Rense van der Heide**

**10h20: working groups** on different topics discussed on day 1 (to improve the way you brand your institution/service/...)

Brainstorm facilitated by Lieven Desomviel, Innovation manager @ Artevelde University College

### ***Assignment 1***

The group will be broken down in subgroups of maximum or preferably 6 people each. Each group gets one flip over assigned. On a blank sheet, they will write down thoughts, observations, lessons learned....in silence. Group members can comment on each others writing, but only in writing.  
Duration: 20'

### ***Assignment 2***

Once assignment 1 is completed, each subgroup will move to the left and examine the reflections of the other subgroup. They will start commenting on these findings, observations... by adding or questioning the results of other subgroup's reflections.

After 10', they will move the other flip chart and so on until they reached the last flipchart and captured the thoughts of the other subgroups and complemented it with their personal reflections.

Coffee and tea will be available during this session

Duration: 70'

### ***Assignment 3***

To conclude this exercise. A short wrap up in a plenary session: what are the main findings? Still some open or unanswered questions?

Duration: 10'-15'

### **12h30: pasta buffet**

### ***13h15: Assignment 4***

Based on the sessions of day 1, your personal impression and those of the other participants shared on the leaflets. Thoughts are jotted down on a piece of A4-paper:

- What are the opportunities for follow-up and cooperation you anticipate and see arising from this two-days meeting?
- What are the actions you will undertake once you back in the home institution?
- What can you offer to stimulate further action? What can other participants/partners do to facilitate the expected co-operation?

### **13h35: Presentations of best practices of EGIN-members:**

Commercialpolis

Thrive

...

### **14h30: short walk to visit Saint Peter's Abbey**



**15h30: saying our goodbye's @ de geus van gent:** a place of jazz and wonderful beers.



EGIN autumn seminar Ghent OVER AND OUT