

This two-week intensive program is offered by HEC Montréal and the University of Barcelona, in collaboration with ESADE and the Polytechnic University of Catalonia. Discover and experience two of the most creative cities in the world

**Montreal : July 2nd to 9th &
Barcelona : July 10th to 17th**

KEY BENEFITS

- » Improve your organization's capacity for creativity and innovation
- » Unleash your own creative ability and innovation skills
- » Learn new creative practices and approaches from diverse fields ranging from industry and arts to science
- » Challenge your assumptions and discover unexplored opportunities
- » Utilize cultural diversity to create new ideas and products
- » Work on creative projects
- » Create a new international network of managers of creativity

The Summer School adopts a dynamic, multidisciplinary and interactive approach with emphasis on professional visits to creative industries and innovating organizations, creativity workshops, and feedback from renowned creators and managers of creativity.

The language of instruction is English.

WHO SHOULD ATTEND?

- » Professionals and managers
- » Management consultants and institutional leaders
- » Professors and researchers
- » Graduate students

2009 PARTICIPANTS COMMENTS

Cirque du Soleil

Bernard Petiot, V.P., Casting and Performance

« ... A high quality truly inspiring program. The people I met, the presentations and the curriculum provided me with an enriching experience... I will recommend this program without hesitation to my colleagues, and to all those who are called upon to manage creative talents in their companies. »

Ubisoft

Stephan Logier, Director (design)

« ... The diversity of the industries visited and of the participants, coupled with the cultural diversity and the outstanding curriculum, provided me with new perspectives on creative practices and on the management of the creative process... I can now better address the challenges encountered in my daily work. »

Groupe Vinci (Eurovia)

Ivan Drouadaine, Research Manager

« I acquired new theoretical concepts on management, as well as numerous examples from a wide range of creative industries and organizations that I can apply to my work at Eurovia. »

Réalisations.net

Roger Parent, President

« The Summer School approach is extremely valuable. It allows the cross-fertilization of ideas and competencies well beyond its walls and its 2-week duration. »



SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

HEC MONTRÉAL



UNIVERSITAT DE BARCELONA



CONTACT INFORMATION

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www.hec.ca/summer_school

MONTREAL & BARCELONA
JULY 2 TO 17, 2010

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

SUMMER 2010 PROGRAM

	July 2 nd Friday	July 3 rd Saturday	July 4 th Sunday	July 5 th Monday	July 6 th Tuesday	July 7 th Wednesday	July 8 th Thursday	July 9 th Friday
Montreal								
Themes :	Welcome Cocktail	The Creative Economy, Creativity Techniques & Creative Talents	Montreal: A Creative City	Branding & Creative Marketing	Circus & Fashion	Science & Technology Energy & Sustainable Development	Civic Creativity	Arts & Innovation
Places :	• HEC Montréal	• HEC Montréal • Jazz Festival	• Botanical Garden • Canadian Centre for Architecture (CCA)	• Bell Campus • Sid Lee • Ubisoft	• Cirque du Soleil • La TOHU • Groupe Dynamite	• Institut de recherche Hydro-Québec (IREQ) • Canadian Space Agency	• Case Study of Brazil	• La Soci��t�� des Arts Technologiques (SAT) • Departure for Barcelona

Visit our website at www.hec.ca/summer_school

	July 10 th Saturday	July 11 th Sunday	July 12 th Monday	July 13 th Tuesday	July 14 th Wednesday	July 15 th Thursday	July 16 th Friday	July 17 th Saturday
Barcelona								
Themes :	Arrival in Barcelona	Guided tour of Barcelona & Welcome dinner	Innovation & Creative Talents	Creative Industries	Science & Technology Energy Sector	Gastronomy & Creativity	Design & Architecture	Summer School Debriefing
Places :		• Observatori Fabra	• Barcelona Activa • 22@Innovation district	• University of Barcelona • Ciutat del Teatre	• University of Barcelona • Catalan Institute for Energy Research (IREC)	• Alicia Foundation • M��n St-Ben��t	• Paraninf UB	• Sagrada Familia • Parc G��ell

* Subject to change without notice.

PROGRAM LEADERS - MONTREAL



Patrick Cohendet
Co-director of MosaIC
Visiting Professor
Department of International Business



Laurent Simon
Co-director of MosaIC
Associate Professor
Department of Management

PROGRAM LEADERS - BARCELONA



Jaume Valls-Pasola
Director of Entrepreneurship Chair
Faculty of Economics and Business



Esteve Juanola
Innovation Manager
Micro@Nanosystems Engineering Center
(CEMIC-UB)

PROGRAM FEES

Fees include breakfast and lunch, all course materials and professional visits

**Full-time graduate students* : \$ 5 000 CAD
(tax incl.)**

Professionals and others : \$ 8 475 CAD
(tax incl.)**

* Some financial aid is available.

** This program qualifies for Quebec's Corporate Education Tax Credit