

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)

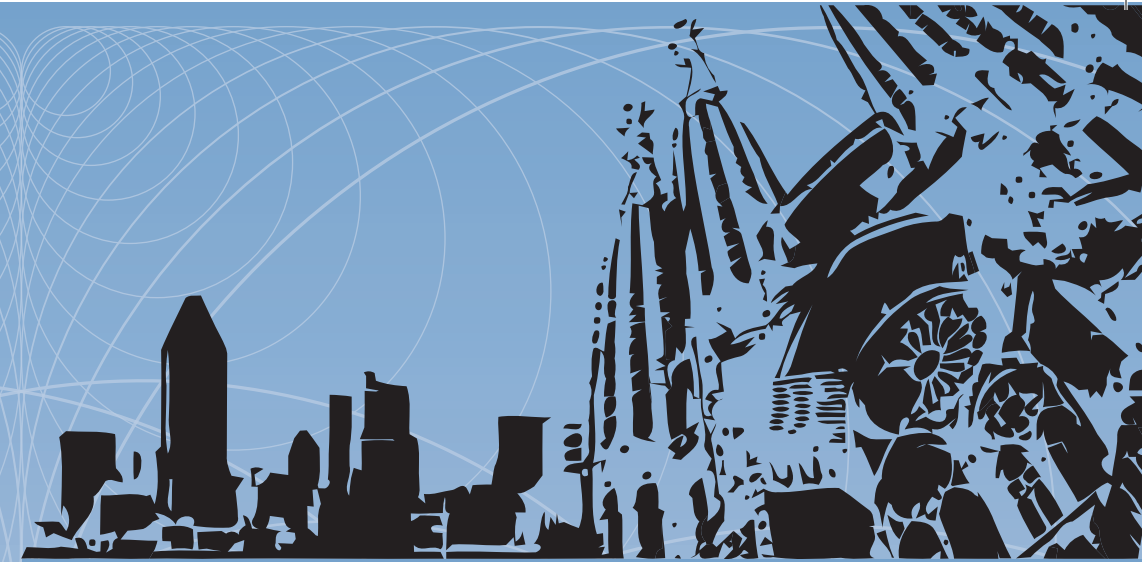
Ivan Drouadaine, Research Manager

« 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



Montreal

**July 2nd
Friday**

Themes : Welcome
Cocktail

Places : • HEC Montréal

**July 3rd
Saturday**

**The Creative Economy,
Creativity Techniques
& Creative Talents**

• HEC Montréal
• Jazz Festival

**July 4th
Sunday**

**Montreal:
A Creative City**

• Botanical Garden
• Canadian Centre for
Architecture (CCA)

**July 5th
Monday**

**Branding & Creative
Marketing**

• Bell Campus
• Sid Lee
• Ubisoft

**July 6th
Tuesday**

Circus & Fashion

• Cirque du Soleil
• La TOHU
• Groupe Dynamite

**July 7th
Wednesday**

**Science & Technology
Energy & Sustainable
Development**

• Institut de recherche
Hydro-Québec (IREQ)
• Canadian Space
Agency

**July 8th
Thursday**

Civic Creativity

• Case Study of Brazil

**July 9th
Friday**

Arts & Innovation

• La Société des Arts
Technologiques (SAT)
• Departure for
Barcelona

Visit our website at www.hec.ca/summer_school

Barcelona

**July 10rd
Saturday**

Themes : Arrival in Barcelona

Places :

**July 11th
Sunday**

**Guided tour of
Barcelona &
Welcome dinner**

• Observatori Fabra

**July 12th
Monday**

**Innovation & Creative
Talents**

• Barcelona Activa
• 22@Innovation district

**July 13th
Tuesday**

Creative Industries

• University of
Barcelona
• Ciutat del Teatre

**July 14th
Wednesday**

**Science & Technology
Energy Sector**

• University of
Barcelona
• Catalan Institute for
Energy Research
(IREC)

**July 15th
Thursday**

**Gastronomy &
Creativity**

• Alicia Foundation
• Món St-Benet

**July 16th
Friday**

Design & Architecture

• Paraninf UB

**July 17th
Saturday**

**Summer School
Debriefing**

• Sagrada Família
• Parc Güell

* 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