

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

JUNE 23 - JULY 9, 2016
MONTRÉAL & BARCELONA

8th year



HEC MONTRÉAL



B Universitat de Barcelona

The Barcelona week
is organized by:

CÀTEDRA D'EMPRENEDORIA



Media-TIC



With the collaboration of (2015):



Roca
Barcelona Gallery



In the framework
of:

International
Summer School



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MANAGEMENT
OF CREATIVITY
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The Summer School is offered by HEC Montréal and the University of Barcelona. The two-week intensive program (1st week in Montréal and 2nd week in Barcelona) 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.

Key benefits

- Improve your organization's capacity for creativity and innovation.
- Learn creative practices from diverse backgrounds: management, industry, arts, science, etc. Utilize cultural diversity to generate new ideas.
- Become part of an international network of professionals and researchers. Recruit talented staff.
- Challenge your assumptions and discover unexplored opportunities.
- Unleash your own creativity ability and innovation skills. Work on creative projects.

Who should attend?

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

In a knowledge-based economy, creativity is integral to business and to the development of innovation strategies.

More than ever, it has become imperative for business, organizations and institutions to learn to be creative. Discover and experience two of the most creative cities in the world!

"The Summer School was an incredibly meaningful experience and very valuable professionally. Many of the lessons learned during the program have been invaluable in guiding the structure and priorities of our New Product Development team."

Matthew Seagrim, Vice President, New Product Development, Aimia

"A high quality truly inspiring program. 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."

Bernard Petiot, Vice President, Casting and Performance, Cirque du Soleil

For further information, please contact:

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