

IMAGINE INNOVATION WORKSHOP

11 - 12 SEPTEMBER 2024

Location: Student Entrepreneurship Centre Ferrara



DAY 1

09:00 Welcome

- Introduction and inspiration
- Warm-up and teambuilding



10:00 Insight

- Discuss relevant problems
- Cluster problems
- Define the challenge



12:00 Inauguration of Ferrara SEC & Lunch

- Inauguration ceremony for the SEC followed by a buffet lunch



13:30 Ideation

- Practical Creativity training
- Find the right idea!



14:00 Implementation

- Developing the idea
- Defining the idea

15:30 Ending of day 1



DAY 2

09:00 Presentation structuring

- Refining the idea
- Rhetorical structure of presenting



10:00 Pitch training

- Presentation technique
- Practicing pitching



11:00 Presentations

- Groups present their concepts
- Audience discussion on ideas



12:00 Reflection and discussions

- Joint reflection on the process and

12:30 END