



Idea Lab – Ljubljana edition

Workshop by Tomas Ramanauskas & Kristupas Sabolius
for cultural organisations to improve project-creating skills
Ljubljana, 26 September 2017

PROGRAMME

9:00–9:30: Registration with coffee & snacks

9:30–9:45: I Introduction
Why creativity is essential?

9:45–10:35: II Employing creativity in practice
What are “the big ideas” and how they are created. The challenge of constrain. How to match the “un-matchable”? Daring to innovate.

10:35–11:20: III Implementing the idea
The Mechanics of the project’s idea selection & testing process. Creative management models. Minding the context. Managing the Network. International aspect. Emphasising your qualification and advantages.

11:20–11:40: Coffee break

11:40–12:25: IV Listening to the audience
The problem of inattentive audience. Proactive audience management: provoking the demand. Getting to know your audience: who are they, where are they, what attracts them?

12:25–13:05: V Communication management
How to talk to internet generation? Digital communication. Traditional vs unconventional means: how to attack attention?

13:05–14:00 Lunch break

14:00–15:30: VI Creating the idea for the project
Following the materials presented earlier in the workshop, participant are asked to work in groups with the view to create a short project responding to the given theme. Afterwards, created projects are presented and analysed with everyone.

LJUBLJANA, Tuesday, 26 September 2017, from 9:00 to 15:30

Venue: [Poligon creative centre](#), Tobačna ulica 5, Ljubljana
Organized by Motovila.

More info on Idea Lab – Ljubljana Edition

[Web](#) // Facebook: [CED Slovenia - Kultura](#) in [CED Slovenia - MEDIA](#)